PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 22-28, 1988

PROGRAM NAME / DAY TIME #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																											
A DIFFERENT WORLD				A	21.3	31	1887	1713	338	292	105	779	340	519	405	295	230	376	172	272	233	158	83	203	112	354	208
THU 8.30P	30	NBC	9	B	24.6	37	2177	1839	360	299	101	847	329	538	466	354	258	475	199	316	273	206	130	209	115	309	197
206	99	CS	21	C	25.1	40	2223	1813	361	300	99	847	332	533	463	348	262	485	202	317	281	210	134	199	110	282	181
ADVENTURES-BEANS BAXTER(R)				A	1.9	3	168	2114	157^	126^	70v	546	348^	493	334^	176^	54v	534	264^	437	345^	248^	54v	413	171^	620	538
SAT 9.00P	30	FOX	9	B	2.1	3	185	1822	195	169	71^	492	273	398	314	189	75^	581	326	484	392	227	61^	289	112^	459	345
110	80	CS	18	C	2.1	4	190	1775	224	190	69^	501	249	392	320	222	86^	561	296	439	358	219	86^	310	138	403	290
ALF				A	18.2	27	1613	1928	301	259	120	708	317	515	463	299	152	522	232	415	370	249	86	231	101	467	294
MON 8.00P	30	NBC	9	B	18.5	27	1639	1982	314	264	97	762	308	513	459	326	203	538	247	409	352	242	104	228	100	454	292
206	99	CS	21	C	18.8	28	1669	1950	318	268	101	737	319	512	451	304	181	525	249	405	350	230	96	241	112	446	289
AMEN				A	14.1	22	1249	1761	350	269	86	844	287	468	398	342	326	495	196	332	284	217	143	168	91	253	171
SAT 9.30P	30	NBC	7	B	17.6	29	1561	1779	319	236	77	867	258	432	401	369	369	507	172	286	257	223	187	170	104	236	164
198	98	CS	19	C	17.7	31	1569	1744	321	237	66	876	241	423	403	383	390	501	157	267	250	225	199	153	94	214	150
BEAUTY & THE BEAST				A	13.1	22	1161	1713	349	260	65	913	230	463	452	434	384	547	113	255	286	284	239	69	36^	183	109
FRI 8.00P	60	CBS	8	B	14.1	23	1250	1731	357	274	72	902	246	486	466	443	352	567	145	300	294	295	227	89	52	174	97
203	98	A	18	C	13.5	23	1194	1721	345	263	77	886	249	482	462	430	342	563	148	303	295	297	220	91	53	181	108
8.00 - 8.30				A	12.8	22	1134	1697	342	253	65	897	230	457	446	422	373	549	115	258	287	281	239	66	36^	185	109
8.30 - 9.00				A	13.4	22	1187	1728	355	267	64	928	229	469	458	446	396	545	112	253	285	287	240	72	37^	182	109
BILL COSBY SHOW				A	24.8	37	2197	1798	337	281	100	827	314	499	414	329	291	423	153	262	236	196	135	197	106	351	212
THU 8.00P	30	NBC	9	B	28.3	43	2504	1870	345	277	89	868	296	504	450	375	310	509	186	309	277	230	166	179	94	314	199
211	99	CS	23	C	28.2	45	2500	1819	345	279	88	860	300	496	443	362	309	513	188	308	281	229	169	170	92	276	176
BOYS WILL BE BOYS				A	2.7	4	239	1731	245^	212^	95^	608	305	503	364	244^	89^	474	283	411	324	164^	31v	193^	95^	456	367
SAT 8.00P	30	FOX	7	B	2.9	5	253	1694	265	226	51^	544	267	423	345	233	99^	491	275	409	337	193	52^	272	137	387	265
115	82	CS	7	C	2.9	5	253	1694	265	226	51^	544	267	423	345	233	99^	491	275	409	337	193	52^	272	137	387	265
CAGNEY & LACEY				A	11.3	18	1001	1438	309	256	101	794	250	467	399	398	295	490	179	281	259	200	181	72	41^	82	40^
TUE 10.00P	60	CBS	7	B	13.3	22	1181	1507	316	237	68	865	214	438	453	445	357	512	140	255	240	247	226	65	36	65	39
208	99	OP	7	C	13.3	22	1181	1507	316	237	68	865	214	438	453	445	357	512	140	255	240	247	226	65	36	65	39
10.00 - 10.30				A	11.4	17	1010	1456	314	262	97	799	253	470	396	396	300	484	165	266	254	202	189	76	44^	96	50^
10.30 - 11.00				A	11.1	18	983	1432	306	252	106	796	249	469	406	404	293	500	196	299	266	199	174	68	39^	69	30^
CBS SUNDAY MOVIE				A	17.6	27	1559	1614	381	289	67	877	254	470	460	425	340	593	160	298	297	288	251	66	29^	78	47
SUN 9.00P	120	CBS	9	B	17.0	26	1509	1661	340	249	56	855	217	441	443	436	346	633	155	321	331	338	255	80	37	93	61
210	99	FF	22	C	17.7	28	1569	1649	341	246	62	875	221	444	444	441	361	607	154	308	313	322	247	79	38	88	54
BLUEGRASS, PART 1																											
9.00 - 9.30				A	17.6	26	1559	1589	378	279	65	863	232	440	440	418	358	583	147	285	290	278	255	63	26^	79	44
9.30 - 10.00				A	17.7	26	1568	1622	372	281	64	870	247	457	446	415	349	603	160	299	297	293	259	64	25^	84	48
10.00 - 10.30				A	17.5	27	1551	1638	383	293	65	884	259	481	469	434	334	603	170	308	300	293	253	72	30^	79	52
10.30 - 11.00				A	17.5	28	1551	1615	395	306	75	894	279	504	487	436	320	588	167	302	302	288	237	65	35^	68	44
CHEERS				A	20.4	30	1807	1618	335	292	118	736	322	493	393	292	209	507	232	371	322	215	107	171	76	204	111
CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.22-28,1988

PROGRAM NAME / DAY TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
CHEERS-CONT'D																											
THU 9.00P	30	NBC	9	B	23.5	36	2082	1738	365	307	108	819	338	540	474	340	231	543	230	381	340	245	130	168	88	208	128
208	99	CS	22	C	23.8	38	2108	1720	366	305	107	820	341	535	472	336	236	555	234	381	343	249	137	160	86	185	112
DALLAS				A	16.6	27	1471	1591	344	260	61	978	210	414	423	428	501	464	94	187	205	216	241	49	30^	101	60
FRI 9.00P	60	CBS	7	B	17.3	28	1537	1631	329	242	52	969	220	425	436	428	472	490	121	227	231	224	229	61	31	111	73
204	99	GD	20	C	17.1	29	1513	1647	326	238	69	967	228	434	448	424	462	491	122	235	242	230	221	58	32	131	89
9.00 - 9.30				A	16.3	27	1444	1602	352	266	61	984	213	418	425	429	501	461	90	187	203	218	238	50	32^	107	62
9.30 - 10.00				A	16.8	27	1488	1591	338	256	62	978	208	412	425	430	504	469	99	189	207	215	247	48	28^	95	58
DESIGNING WOMEN				A	13.7	20	1214	1584	321	244	88	837	298	479	438	355	321	471	163	274	262	219	164	103	58	173	92
MON 8.30P	30	CBS	3	B	14.4	21	1276	1615	345	268	91	848	289	475	452	369	325	501	170	285	282	236	175	103	61	164	91
211	99	CS	3	C	14.4	21	1276	1615	345	268	91	848	289	475	452	369	325	501	170	285	282	236	175	103	61	164	91
DUET				A	3.7	5	328	1678	310	279	89^	690	386	559	436	247	109^	538	277	463	373	227	35v	216	113^	234	139^
SUN 9.30P	30	FOX	9	B	2.9	4	257	1570	324	289	92^	684	376	534	435	253	128	561	327	459	354	204	74^	173	100^	152	96^
120	87	CS	19	C	2.8	4	250	1649	334	302	85^	670	375	535	425	246	113	606	342	502	396	232	78^	204	121	170	109
EQUALIZER				A	9.3	17	824	1611	286	236	112	743	302	491	402	307	220	624	232	405	360	290	178	80	48^	164	80
WED 10.35P	60	CBS	7	B	11.9	20	1057	1583	279	210	69	760	215	416	384	378	302	653	187	369	347	335	239	84	40	86	45
206	98	PD	18	C	12.6	22	1114	1584	273	191	67	750	201	398	386	386	302	666	192	373	360	349	243	87	38	81	42
10.30 - 11.00				A	9.0	15	797	1637	300	251	117	729	326	502	403	281	197	553	230	382	335	242	132	106	65^	250	120
11.00 - 11.30				A	9.6	18	851	1589	277	227	108	749	287	487	402	325	229	665	230	419	375	322	206	64^	37^	111	55^
11.30 - 12.00				A	9.0	20	797	1620	268	217	110	781	282	464	397	328	278	715	256	435	394	333	231	51^	30^	73^	38^
FACTS OF LIFE				A	15.0	24	1329	1698	312	254	82	769	280	464	397	324	264	399	159	263	239	189	107	210	138	320	193
SAT 8.00P	30	NBC	9	B	15.0	25	1327	1743	312	247	88	823	278	449	381	317	329	458	167	275	245	201	150	185	116	278	187
198	99	CS	20	C	14.9	26	1322	1733	309	243	79	837	267	439	384	323	353	455	161	262	237	196	160	172	111	269	176
FALCON CREST				A	13.8	24	1223	1547	324	233	53	949	210	391	418	425	494	445	111	166	171	180	249	53	30^	100	58
FRI 10.00P	60	CBS	7	B	14.5	25	1287	1584	324	243	50	960	235	433	435	430	461	456	123	207	208	203	218	66	42	102	69
203	99	GD	19	C	14.5	26	1286	1590	325	242	63	952	230	438	443	427	450	455	119	214	217	209	209	66	41	117	82
10.00 - 10.30				A	14.0	24	1240	1551	318	228	53	943	205	377	403	414	504	450	115	173	179	183	249	57	33^	101	56
10.30 - 11.00				A	13.6	25	1205	1543	331	238	54	956	216	405	433	436	483	440	107	158	163	178	249	48^	26^	100	60
FAMILY TIES				A	16.7	25	1480	1864	351	318	116	758	366	566	460	293	171	581	275	445	390	250	101	207	122	318	204
SUN 8.00P	30	NBC	9	B	17.6	25	1555	1874	379	319	104	806	365	562	476	324	198	579	276	423	366	245	115	204	119	286	190
204	99	CS	24	C	19.1	28	1692	1908	381	328	102	795	370	569	480	319	182	590	288	441	378	248	106	218	120	305	206
FRANK'S PLACE				A	12.3	18	1090	1591	362	300	96	813	324	513	464	335	263	549	175	352	336	297	169	113	53^	116	66
MON 9.30P	30	CBS	3	B	12.2	18	1078	1557	336	266	90	818	289	459	442	337	309	530	181	330	317	264	169	86	40	123	70
210	99	CS	3	C	12.2	18	1078	1557	336	266	90	818	289	459	442	337	309	530	181	330	317	264	169	86	40	123	70
FRIDAY NIGHT SURPRISE(S)				A	13.4	23	1187	1726	309	252	94	819	263	441	423	352	341	507	189	320	299	226	162	116	64	284	176
FRI 8.00P	60	NBC																									
195	97	CV																									
CONT'D																											

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PROGRAM NAME / DAY TIME DUR NET #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
FRIDAY NIGHT SURPRISE(S)-CONT'D																									
8.00 - 8.30		A	12.8	22	1134	1720	307	250	97	832	256	437	424	362	355	501	181	319	304	226	158	107	60	279	172
8.30 - 9.00		A	13.9	23	1232	1744	312	255	91	813	272	448	425	345	330	516	197	323	297	228	167	125	68	290	181
GARFIELD IN PARADISE(S,R) TUE 8.00P 30 CBS 206 98 EA		A	10.0	15	886	1802	267	234	119	643	301	467	361	254	155	382	154	275	251	181	86	243	107	534	319
GOLDEN GIRLS		A	18.2	28	1613	1711	322	229	70	836	227	406	374	351	379	486	170	289	251	219	169	140	77	249	167
SAT 9.00P 30 NBC	9	B	22.8	37	2023	1765	324	234	76	897	252	429	404	379	405	496	156	262	244	218	198	140	87	232	162
201 98 CS	23	C	22.3	38	1977	1727	315	229	67	897	239	411	391	378	426	486	143	247	236	216	205	132	83	212	148
HIGH MOUNTAIN RANGERS		A	9.3	15	824	1810	273	191	51^	811	201	365	390	380	392	665	154	313	313	341	320	70^	19v	265	153
SAT 8.00P 60 CBS	9	B	11.9	20	1057	1898	310	218	55	843	189	404	421	436	372	739	195	378	382	384	299	110	48	206	128
198 97 A	9	C	11.9	20	1057	1898	310	218	55	843	189	404	421	436	372	739	195	378	382	384	299	110	48	206	128
8.00 - 8.30		A	8.9	14	789	1788	272	185	41^	824	182	351	373	394	422	670	130	297	301	355	342	52^	9v	242	135
8.30 - 9.00		A	9.7	15	859	1831	274	197	60^	800	218	379	406	367	365	661	175	329	325	329	299	85	29^	286	171
HIGHWAY TO HEAVEN		A	14.0	21	1240	1550	264	181	43^	852	147	332	357	421	453	522	120	231	228	265	253	85	32^	91	49^
WED 8.35P 60 NBC	9	B	15.6	24	1384	1736	296	217	65	897	190	408	410	434	421	533	137	267	257	269	227	128	66	178	111
201 99 GD	21	C	14.8	24	1313	1734	293	213	63	884	187	396	404	428	418	529	131	255	248	270	236	126	62	195	122
8.30 - 9.00		A	11.7	17	1037	1568	254	158	27^	858	123	292	335	419	488	532	121	222	225	267	267	86	38^	91	42^
9.00 - 9.30		A	15.6	23	1382	1540	266	189	51	847	159	349	365	418	436	516	122	236	227	260	245	85	30^	92	52
9.30 - 10.00		A	16.1	23	1426	1528	287	210	61	851	167	379	391	435	415	515	104	232	241	282	239	78	24^	83	52
HOUSTON KNIGHTS		A	7.5	12	665	1670	260	192	79^	747	210	380	384	337	317	645	213	358	358	282	249	77^	28^	200	115
SAT 9.00P 60 CBS	8	B	9.8	16	869	1828	311	239	88	811	225	456	443	406	303	730	234	415	413	358	250	114	48	174	103
201 97 OP	8	C	9.8	16	869	1828	311	239	88	811	225	456	443	406	303	730	234	415	413	358	250	114	48	174	103
9.00 - 9.30		A	7.2	11	638	1696	259	190	77^	758	209	373	387	342	332	638	212	349	351	271	258	70^	26^	230	129
9.30 - 10.00		A	7.7	12	682	1667	265	197	82^	747	213	392	386	336	307	660	217	372	369	296	244	84^	31^	175	103
JAKE AND THE FATMAN		A	12.4	18	1099	1643	295	234	83	810	233	438	397	408	321	536	117	247	248	269	257	122	62	175	103
TUE 9.00P 60 CBS	8	B	12.0	18	1059	1631	282	196	59	820	187	378	376	414	385	590	117	265	261	313	287	98	48	123	76
205 97 OP	19	C	12.2	19	1079	1592	273	187	57	812	178	359	364	402	394	589	123	263	268	310	285	83	40	107	68
9.00 - 9.30		A	12.3	17	1090	1694	288	228	86	811	240	436	398	400	322	538	117	251	252	273	254	134	69	212	127
9.30 - 10.00		A	12.4	18	1099	1605	305	242	81	815	228	444	400	420	323	539	118	245	246	267	262	112	55^	138	79
J.CLAVELL'S NOBLE HOUSE-2(S) MON 9.00P 120 NBC 204 99 GD		A	15.9	24	1409	1562	301	225	77	806	190	407	395	411	348	563	139	274	284	292	232	80	48	112	70
9.00 - 9.30		A	15.6	22	1382	1618	299	236	86	809	219	416	393	382	345	541	148	276	269	260	220	97	56	171	109
9.30 - 10.00		A	16.1	23	1426	1556	308	235	79	819	189	414	404	421	354	560	129	270	280	297	232	80	45	97	62
10.00 - 10.30		A	16.4	25	1453	1548	304	223	75	804	181	404	397	427	348	570	136	274	290	304	230	75	46	99	61
10.30 - 11.00		A	15.4	25	1364	1536	295	209	66	797	175	394	388	417	347	585	143	279	298	310	246	70	46^	84	49

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EVENING CONT'D																									
J.CLAVELL'S NOBLE HOUSE-3(S) TUE 9.00P 120 NBC 204 99 GD		A	15.1	23	1338	1562	312	239	62	828	169	400	408	431	374	574	112	256	274	318	258	72	39^	88	49
9.00 - 9.30		A	15.2	22	1347	1570	322	249	51	837	168	403	407	438	384	555	101	240	270	309	251	72	36^	105	59
9.30 - 10.00		A	14.8	21	1311	1556	321	247	65	829	173	406	413	435	371	565	104	245	274	315	256	76	38^	86	49
10.00 - 10.30		A	15.5	24	1373	1566	311	240	70	821	171	399	407	426	367	582	118	263	273	324	262	71	42^	92	50
10.30 - 11.00		A	14.9	24	1320	1555	295	222	61	823	166	390	405	425	376	593	125	273	281	326	263	71	39^	68	40^
J.CLAVELL'S NOBLE HOUSE-4(S) WED 9.35P 120 NBC 204 99 GD		A	16.3	26	1444	1491	287	209	61	830	177	391	398	434	390	552	124	258	266	294	240	60	20^	50	32^
9.30 - 10.00		A	15.9	23	1409	1522	281	198	56	832	163	378	392	440	403	550	123	253	262	293	241	75	24^	65	42^
10.00 - 10.30		A	16.4	24	1453	1496	287	208	58	819	169	386	397	437	385	566	125	262	277	305	240	63	23^	47	29^
10.30 - 11.00		A	16.5	27	1462	1486	297	221	64	832	184	403	406	435	380	553	121	263	269	297	240	52	18^	50	33^
11.00 - 11.30		A	16.7	32	1480	1482	287	210	64	846	187	398	402	438	396	542	125	253	260	287	241	54	18^	40^	26^
11.30 - 12.00		A	13.4	30	1187	1448	255	190	67	808	198	372	361	371	393	548	139	259	253	270	246	49^	20^	43^	22^
J.J. STARBUCK		A	12.4	20	1099	1763	354	252	62	888	280	480	425	426	348	586	179	334	313	290	211	128	73	162	90

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
SAT 10.00P 60 NBC	7	B	13.4	24	1189	1745	324	224	60	849	233	425	403	419	356	591	160	308	294	307	240	140	85	166	106
199 98 GD	8	C	13.7	25	1212	1758	325	224	59	861	230	424	407	426	365	601	163	312	300	311	245	135	82	161	103
10.00 - 10.30		A	12.9	20	1143	1770	359	256	69	889	283	480	430	420	349	572	176	324	302	279	212	130	78	179	102
10.30 - 11.00		A	12.0	19	1063	1740	345	245	55^	880	273	477	416	429	345	595	182	342	322	300	209	124	67	142	76
KATE & ALLIE		A	13.3	20	1178	1523	363	267	88	881	291	468	409	372	378	429	124	191	197	206	198	94	63	119	70
MON 8.00P 30 CBS	8	B	14.5	21	1287	1564	346	260	76	875	260	436	406	381	383	475	142	230	227	214	211	87	57	128	79
210 99 CS	11	C	14.8	22	1312	1568	348	259	77	867	257	437	408	381	377	480	143	237	235	220	208	89	59	132	83
KNOTS LANDING		A	15.2	23	1347	1581	386	303	110	932	328	530	457	387	351	439	157	256	232	189	153	101	61	109	64
THU 10.00P 60 CBS	8	B	16.2	26	1439	1575	380	304	82	944	323	542	484	405	349	427	165	265	239	185	134	101	63	103	64
209 99 GD	20	C	15.6	26	1383	1548	378	301	85	929	322	531	475	396	343	431	173	267	242	183	135	90	51	99	63
10.00 - 10.30		A	15.2	23	1347	1605	381	301	111	928	328	531	459	384	346	455	165	271	246	197	154	105	62	116	65
10.30 - 11.00		A	15.2	24	1347	1557	392	306	108	936	328	528	455	391	355	423	148	241	218	180	153	97	60	102	64
L.A. LAW		A	15.2	23	1347	1519	283	221	85	731	258	438	412	339	245	602	236	397	372	285	162	100	48	85	41^
THU 10.00P 60 NBC	7	B	19.3	31	1711	1598	341	275	99	802	297	512	481	378	236	603	224	395	376	297	165	105	56	88	48
208 99 GD	17	C	18.8	32	1666	1593	339	271	102	797	299	508	478	371	236	615	232	402	379	299	171	96	54	84	45
10.00 - 10.30		A	16.0	24	1418	1548	299	235	82	743	261	447	420	346	248	591	231	388	366	279	160	109	48	105	51
10.30 - 11.00		A	14.5	23	1285	1476	263	205	87	712	252	424	401	328	241	610	239	404	377	289	164	90	47^	63	29^
MARRIED...WITH CHILDREN		A	5.3	8	470	1925	292	275	113^	644	341	523	428	257	95^	705	393	632	485	288	50^	236	88^	339	214
SUN 8.30P 30 FOX	9	B	4.6	7	410	1919	326	299	118	694	398	550	454	243	120	698	427	596	451	239	71	209	83	317	220
123 87 CS	19	C	4.4	6	386	1949	332	298	105	688	384	546	433	254	111	703	424	596	463	248	78	237	99	320	211
MATLOCK		A	18.9	28	1675	1642	277	189	45	886	136	338	361	454	480	587	95	226	246	307	308	72	40	96	51
CONT'D																									

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PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.22-28,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
MATLOCK-CONT'D																												
TUE	8.00P	60	NBC	9	B	18.7	27	1661	1669	257	174	50	899	125	324	358	452	505	609	96	232	246	312	329	70	38	91	56
	204	99	GD	19	C	17.8	27	1574	1636	250	162	49	885	125	306	345	442	506	600	99	229	241	303	326	63	31	88	50
	8.00 - 8.30				A	17.9	27	1586	1644	269	178	43	890	133	325	354	449	492	585	100	220	236	292	314	72	40^	98	53
	8.30 - 9.00				A	19.8	28	1754	1648	286	200	47	888	139	351	369	461	471	592	91	233	255	322	305	73	40	95	50
MIAMI VICE					A	12.7	21	1125	1741	316	276	101	746	289	492	425	346	224	666	301	466	412	281	163	126	62	203	129
FRI	9.00P	60	NBC	8	B	13.4	22	1189	1769	334	288	108	762	300	522	453	352	205	657	282	448	407	291	162	146	76	205	121
	209	99	OP	19	C	13.8	23	1222	1781	331	279	103	762	302	515	453	350	211	657	277	443	412	296	166	142	74	220	127
	9.00 - 9.30				A	12.6	21	1116	1705	318	273	91	738	281	481	424	346	228	649	283	445	402	278	167	116	61	202	124
	9.30 - 10.00				A	12.9	21	1143	1763	313	276	110	748	295	498	422	345	219	678	317	484	418	282	158	135	62	202	134
MR. PRESIDENT(R)					A	1.6	2	142	2012	178^	150^	60v	612	363^	509	378^	191^	96v	685	271^	524	492	355^	92v	329^	144^	385^	329^
SAT	9.30P	30	FOX	7	B	1.9	3	170	1745	260	201	74^	605	272	403	349	260	175^	600	292	438	375	252	112^	219	99^	321	240
	108	79	CS	7	C	1.9	3	170	1745	260	201	74^	605	272	403	349	260	175^	600	292	438	375	252	112^	219	99^	321	240
MURDER, SHE WROTE					A	19.7	29	1745	1580	332	215	39	876	130	338	375	476	465	593	87	231	262	311	314	56	29^	54	33^
SUN	8.00P	60	CBS	8	B	20.2	29	1789	1641	319	206	37	914	135	339	377	468	499	602	90	222	248	317	329	52	24	73	43
	210	99	SM	23	C	20.4	30	1805	1609	314	201	41	898	135	331	365	451	495	591	97	226	247	305	317	54	26	67	41

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
	8.00 - 8.30				A	19.2	29	1701	1564	321	210	35^	871	128	328	362	464	473	590	81	226	260	309	316	52	28^	51	31^
	8.30 - 9.00				A	20.2	29	1790	1594	343	221	43	881	132	348	387	488	458	597	93	236	264	313	313	60	30^	56	35^
MY TWO DADS					A	14.4	21	1276	1832	374	339	101	750	377	565	439	281	163	544	279	429	360	214	91	231	135	306	197
SUN	8.30P	30	NBC	8	B	16.4	23	1452	1856	375	319	98	792	360	560	465	320	190	538	253	397	347	229	108	240	140	285	196
	200	99	CS	20	C	17.0	25	1502	1866	375	326	100	788	369	573	481	317	174	549	264	412	359	234	100	239	135	289	201
NBC SUNDAY NIGHT MOVIE					A	17.4	26	1542	1705	315	249	61	826	233	441	419	413	327	686	190	393	394	358	245	104	44	89	59
SUN	9.00P	120	NBC	8	B	17.0	27	1508	1742	326	262	84	773	301	487	434	344	234	667	264	450	412	316	172	163	83	138	91
	203	99	FF	20	C	16.8	27	1490	1740	339	278	91	791	320	518	455	346	224	638	270	441	397	291	152	166	89	145	94
PERRY MASON:CASE OF AVENGING ACE																												
	9.00 - 9.30				A	16.8	24	1488	1749	323	259	66	837	249	457	427	412	318	666	194	385	384	341	236	125	63	121	82
	9.30 - 10.00				A	17.3	26	1533	1726	322	253	62	834	231	443	422	422	330	689	192	400	397	360	244	107	46	96	64
	10.00 - 10.30				A	17.9	27	1586	1694	316	248	61	827	234	443	416	411	332	697	192	398	400	362	249	94	38^	77	51
	10.30 - 11.00				A	17.5	28	1551	1662	303	236	57	810	218	426	413	409	328	694	182	392	396	369	251	93	33^	64	40^
NEWHART					A	15.8	22	1400	1610	333	276	95	790	301	493	453	341	253	561	181	372	361	296	162	114	57	145	85
MON	9.00P	30	CBS	9	B	15.8	23	1403	1615	339	275	93	825	293	476	445	349	302	566	201	354	344	270	178	93	47	131	80
	208	99	CS	22	C	16.6	24	1470	1608	361	289	99	839	302	488	459	354	298	537	197	339	325	252	167	99	56	133	83
NIGHT COURT					A	18.9	27	1675	1625	323	276	118	723	317	486	399	300	204	563	267	417	362	234	113	168	66	172	95
THU	9.30P	30	NBC	8	B	21.7	34	1919	1724	358	303	111	812	334	541	481	346	223	570	238	404	364	263	131	166	83	177	108
	204	99	CS	18	C	22.6	35	2001	1668	360	301	110	808	331	534	480	348	225	566	239	394	358	255	136	148	76	146	85
OUR HOUSE					A	10.2	17	904	1814	325	268	67^	808	203	466	417	417	311	540	147	328	313	298	168	178	90	288	212
SUN	7.00P	60	NBC	8	B	11.2	17	993	1823	323	259	71	808	235	448	417	380	309	561	184	336	322	281	175	167	91	287	209
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 22–28, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
OUR HOUSE-CONT'D																									
201 99 GD	21	C	12.0	19	1064	1827	333	270	71	813	249	453	427	367	308	575	199	351	331	279	174	168	90	271	189
7.00 - 7.30		A	9.5	16	842	1779	316	253	61^	811	187	450	408	425	322	550	138	322	314	309	179	162	78	256	195
7.30 - 8.00		A	11.0	17	975	1829	331	279	71	799	214	475	421	407	298	526	154	330	310	285	157	191	100	313	226
PRESIDENTIAL PORTRAIT		A	12.0	18	1063	1595	333	268	84	835	276	482	426	375	312	526	161	314	301	271	182	111	58	123	71
MTTH 9.58P 1 CBS	21	B	13.1	20	1162	1585	324	243	68	863	234	444	428	415	361	523	153	281	271	259	207	89	45	110	65
209 99 DO	56	C	13.1	21	1157	1585	323	239	72	852	237	437	424	403	353	535	160	291	281	266	207	89	45	108	67
SHE'S A GOOD SKATE-C.BRWN(S,R)		A	10.4	15	921	1862	245	226	113	613	324	479	367	216	117	331	155	264	232	146	53^	257	144	661	399
TUE 8.30P 30 CBS																									
206 98 EA																									
SIMON & SIMON		A	12.7	18	1125	1691	262	187	70	808	189	372	364	384	376	588	176	335	325	282	217	123	62	171	98
THU 9.00P 60 CBS	8	B	13.0	19	1155	1651	291	210	68	835	208	415	412	412	359	568	167	308	312	286	211	104	53	143	91
206 99 PD	11	C	12.8	19	1132	1642	283	201	68	828	204	406	402	406	360	570	169	308	310	287	212	99	50	144	88
9.00 - 9.30		A	12.4	18	1099	1686	254	184	71	790	186	366	356	375	367	596	189	345	329	273	218	122	59	177	103
9.30 - 10.00		A	13.1	19	1161	1682	268	189	68	820	191	375	369	390	381	575	163	323	318	289	213	124	64	164	92
60 MINUTES		A	20.6	34	1825	1555	279	207	48	755	174	325	332	333	378	701	173	354	352	331	309	38	20^	61	36
SUN 7.00P 60 CBS	9	B	19.8	30	1751	1565	285	195	38	797	152	303	325	362	430	685	154	311	320	330	328	35	15^	48	28
211 99 DN	24	C	21.0	33	1859	1557	281	191	42	767	149	299	316	350	407	699	166	328	338	337	317	40	16	52	29
7.00 - 7.30		A	19.3	33	1710	1551	279	204	41	757	167	316	323	334	388	698	169	346	341	326	313	38	19^	59	36^
7.30 - 8.00		A	21.8	34	1931	1566	281	210	53	757	181	335	341	334	372	707	177	362	364	336	307	38	20^	64	37
SONNY SPOON		A	11.4	20	1010	1716	278	242	110	726	292	490	404	329	196	644	282	463	400	297	144	151	59^	195	126
FRI 10.00P 60 NBC	3	B	11.6	20	1025	1707	295	257	100	725	282	498	429	347	190	617	261	426	373	288	154	171	81	194	123
205 99 PD	3	C	11.6	20	1025	1707	295	257	100	725	282	498	429	347	190	617	261	426	373	288	154	171	81	194	123
10.00 - 10.30		A	11.4	20	1010	1732	285	249	111	740	303	497	402	329	201	638	292	463	392	284	141	153	63	201	130
10.30 - 11.00		A	11.3	20	1001	1716	275	237	109	718	284	487	410	332	192	656	274	466	412	312	149	151	55^	191	123
SPECIAL MOVIE PRSNT-WED(S,R)		A	16.2	24	1435	1858	277	254	138	644	390	528	423	194	99	422	241	353	311	150	50	213	108	578	346
WED 8.35P 120 CBS																									
207 99 FF																									
WIZARD OF OZ																									
8.30 - 9.00		A	14.7	22	1302	1827	270	246	137	622	381	511	423	179	97	439	238	361	328	166	56	195	101	571	344
9.00 - 9.30		A	16.5	24	1462	1861	281	256	136	629	394	525	425	187	89	411	244	348	307	141	43^	210	108	610	365
9.30 - 10.00		A	16.6	24	1471	1898	276	257	145	649	398	535	420	188	96	407	238	343	298	138	46	238	115	605	355
10.00 - 10.30		A	17.1	25	1515	1865	279	253	136	667	391	540	429	213	106	433	247	363	317	155	52	214	110	550	334
10.30 - 11.00		A	13.0	20	1152	1800	312	280	134	719	388	548	423	237	155	471	239	371	330	185	78	165	87	445	255
SPORTSBREAK-SAT		A	6.1	10	540	1567	277	212	79^	774	238	403	394	315	318	644	206	345	355	303	242	38^	7v	111^	66^
SAT 9.58P 1 CBS	9	B	9.6	16	852	1747	317	244	79	818	233	437	431	393	317	686	220	391	385	334	239	100	39	143	88
209 99 SN	23	C	8.5	15	757	1682	299	227	69	802	222	412	408	377	330	649	196	362	366	320	231	99	42	132	82

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PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.22-28,1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
SPORTSBREAK-SUN	A	16.8	25	1488	1642	364	276	64	870	245	455	453	420	345	623	168	309	306	307	267	63	22^	85	52
SUN 9.58P 1 CBS 9	B	17.0	26	1509	1674	348	260	56	863	225	459	456	442	338	631	160	322	329	333	254	83	38	97	63
210 99 SN 23	C	17.4	27	1541	1657	345	252	63	880	224	454	451	446	357	609	154	310	312	324	248	80	37	89	55
TOUR OF DUTY	A	12.9	19	1143	1697	238	187	82	629	194	345	329	297	238	714	279	494	469	319	176	158	44^	196	133
THU 8.00P 60 CBS 7	B	12.0	18	1061	1729	259	205	75	682	215	396	390	330	234	734	269	493	466	353	196	117	38	196	129
205 99 GD 17	C	11.2	17	988	1681	258	200	65	667	201	384	372	327	237	727	262	483	459	357	197	122	42	165	103
8.00 - 8.30	A	11.8	17	1045	1678	232	183	84	622	188	336	324	298	238	707	287	484	462	302	172	157	42^	192	126
8.30 - 9.00	A	14.0	20	1240	1713	243	191	80	635	200	352	334	296	238	720	272	502	475	334	179	160	47^	199	138
TRACEY ULLMAN SHOW	A	4.2	6	372	1783	269	246	93^	637	334	525	417	255	94^	612	306	546	440	263	45^	237	100^	298	154^
SUN 9.00P 30 FOX 9	B	3.3	5	293	1680	310	274	87^	667	353	512	425	254	133	604	334	490	399	234	83^	197	101	212	140
119 86 CS 22	C	3.1	5	277	1717	327	288	80^	654	348	509	427	254	116	618	337	512	415	247	81^	228	123	217	142
21 JUMP STREET	A	6.9	11	611	1847	340	302	87^	675	385	553	418	265	83^	644	397	565	406	228	42^	236	140	292	185
SUN 7.00P 60 FOX 9	B	5.5	8	487	1783	351	307	86	728	372	569	448	301	121	528	318	447	317	192	59	261	146	265	182
127 87 OP 24	C	5.5	9	484	1774	357	313	78	708	346	543	431	304	124	547	312	442	332	205	79	274	151	245	159
7.00 - 7.30	A	6.7	11	594	1795	338	301	89^	668	384	554	414	261	78^	627	391	550	396	219	39^	216	126	283	175
7.30 - 8.00	A	7.2	11	638	1870	338	297	84^	672	380	545	417	264	87^	651	397	570	410	233	44^	252	151	296	191
227	A	15.3	24	1356	1689	321	252	80	804	247	444	392	349	314	431	174	282	241	197	119	181	114	272	174
SAT 8.30P 30 NBC 9	B	16.8	27	1485	1756	318	251	85	855	271	448	394	335	360	467	174	280	248	192	156	168	103	268	184
198 98 CS 21	C	16.8	29	1487	1746	316	247	72	871	259	435	392	347	388	463	159	262	239	196	171	158	98	254	171
VALERIE'S FAMILY	A	16.0	23	1418	1883	304	268	120	731	312	531	453	313	164	478	201	357	334	230	96	249	127	426	275
MON 8.30P 30 NBC 8	B	16.9	25	1497	1926	335	283	94	800	326	540	464	339	215	469	205	340	292	211	105	249	122	408	272
204 99 CS 17	C	17.0	25	1509	1887	329	282	99	763	327	529	453	313	192	461	213	346	296	200	94	255	128	408	272
WEREWOLF	A	5.0	8	443	2033	371	329	70^	672	285	531	462	345	94^	759	419	684	525	313	41^	298	144	304	231
SUN 8.00P 30 FOX 9	B	4.1	6	361	1949	326	294	99	698	351	553	465	301	105	664	367	564	448	263	73^	238	105	349	252
123 87 SM 19	C	4.1	6	361	1985	331	293	91	699	366	561	449	289	99	673	376	565	457	265	78	260	115	354	235
WEST 57TH	A	5.5	9	487	1571	249	210	90^	746	245	402	389	296	286	621	240	392	397	275	188	62^	11v	142	86^
SAT 10.00P 60 CBS 8	B	8.4	15	745	1611	291	226	73	785	227	420	425	385	296	642	215	382	381	303	208	72	27^	112	70
202 99 DN 21	C	7.6	14	669	1587	295	228	70	776	228	415	418	370	297	633	200	376	378	306	209	77	32^	101	59
10.00 - 10.30	A	5.8	9	514	1535	246	210	85^	724	243	387	377	272	281	603	226	369	380	261	194	65^	8v	143	87^
10.30 - 11.00	A	5.3	8	470	1582	246	207	95^	757	242	411	395	317	287	630	250	411	408	286	178	58^	14v	137	83^
WISEGUY	A	11.5	18	1019	1550	322	275	72	793	311	516	477	348	228	603	216	417	380	312	165	83	28^	71	52^
MON 10.00P 60 CBS 8	B	11.5	19	1016	1529	313	252	74	783	249	455	427	364	284	599	202	375	366	302	183	82	28^	64	39
209 99 OP 8	C	11.5	19	1016	1529	313	252	74	783	249	455	427	364	284	599	202	375	366	302	183	82	28^	64	39
10.00 - 10.30	A	11.2	17	992	1565	333	286	80	801	320	524	492	345	228	594	220	413	375	306	161	92	32^	78	54^
10.30 - 11.00	A	11.7	19	1037	1549	315	267	65	793	305	512	468	353	229	617	215	424	389	321	170	75	24^	64	51^
WNTR OLYMS-MON-8:00PM-3(S)	A	21.3	31	1887	1639	321	237	59	840	214	441	451	438	327	602	164	327	342	304	223	104	45	93	57
MON 8.00P 180 ABC																								
CONT'D																								

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PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
WNTR OLYMS-MON-8:00PM-3(-CONT'D																								
219 99 SE																								
8.00 - 8.30	A	18.8	28	1666	1638	301	230	50	837	186	407	417	425	363	595	146	292	318	293	249	95	40	110	60
8.30 - 9.00	A	20.7	30	1834	1667	319	233	51	828	194	415	437	439	340	628	167	331	339	311	247	99	39	111	75
9.00 - 9.30	A	21.6	30	1914	1680	340	246	56	847	212	450	472	458	320	603	165	332	345	302	222	114	46	116	78
9.30 - 10.00	A	22.6	33	2002	1665	324	239	61	845	225	455	466	439	313	609	173	349	368	309	207	116	50	95	57
10.00 - 10.30	A	22.6	34	2002	1618	326	240	66	846	231	457	449	432	321	588	170	335	346	299	204	108	48	76	46
10.30 - 11.00	A	21.4	35	1896	1573	316	235	66	841	229	456	462	436	313	590	160	319	336	311	216	87	44	55	29^
WNTR OLYMS-TUE-8:00PM-3(S)	A	23.5	35	2082	1607	326	247	72	806	227	456	473	407	283	563	174	332	336	286	183	115	55	123	74
TUE 8.00P 180 ABC																								
219 99 SE																								
8.00 - 8.30	A	19.6	29	1737	1614	312	239	62	787	202	421	429	392	300	560	166	320	319	277	198	107	46	159	103
8.30 - 9.00	A	21.4	30	1896	1597	305	231	65	763	211	418	429	376	280	563	180	335	335	277	186	120	46	151	99
9.00 - 9.30	A	24.6	35	2180	1641	330	253	75	801	226	454	473	404	278	564	180	335	334	279	183	129	57	148	88
9.30 - 10.00	A	25.6	37	2268	1612	331	252	77	811	227	460	478	412	286	553	173	325	331	280	177	123	60	125	71
10.00 - 10.30	A	26.1	40	2312	1595	333	248	73	837	246	485	509	426	281	562	170	336	340	296	175	108	58	88	47
10.30 - 11.00	A	23.5	38	2082	1597	340	255	75	835	244	486	508	429	277	583	174	344	355	305	183	101	60	78	46
WNTR OLYMS-WED-8:00PM-3(S)	A	18.8	28	1666	1579	298	224	75	789	203	413	437	399	313	621	193	355	359	311	215	90	34^	79	51
WED 8.34P 146 ABC																								
218 99 SE																								
8.30 - 9.00	A	17.3	26	1533	1599	289	214	77	792	199	394	421	385	330	626	190	338	345	299	237	77	30^	103	63
9.00 - 9.30	A	19.1	28	1692	1592	316	234	67	796	197	414	439	408	317	615	193	346	362	306	213	93	35^	89	57
9.30 - 10.00	A	19.6	28	1737	1584	303	223	64	785	188	394	425	407	327	632	190	356	363	322	223	94	41	74	51
10.00 - 10.30	A	19.1	28	1692	1588	292	219	78	796	203	421	445	408	314	630	191	369	369	329	208	94	37^	68	49
10.30 - 11.00	A	18.7	31	1657	1537	287	226	88	776	229	439	452	382	279	605	199	364	354	299	198	91	26^	66	38^
WNTR OLYMS-THU-8:00PM-3(S)	A	20.3	30	1799	1609	317	234	68	837	227	443	460	429	319	583	154	310	330	308	217	89	40	100	60
THU 8.00P 184 ABC																								
219 99 SE																								
8.00 - 8.30	A	14.9	22	1320	1605	288	206	56	853	212	404	431	419	363	552	152	272	297	270	218	70	37^	129	83
8.30 - 9.00	A	18.5	27	1639	1601	293	214	67	833	204	410	438	423	344	567	136	272	303	295	233	81	38^	121	70
9.00 - 9.30	A	19.5	28	1728	1599	308	231	67	812	218	422	438	410	324	572	128	278	313	307	235	89	39	126	73
9.30 - 10.00	A	21.6	31	1914	1620	323	240	66	833	224	440	460	429	318	586	146	312	338	314	222	102	42	99	63
10.00 - 10.30	A	23.6	35	2091	1611	327	239	71	830	239	457	464	427	298	599	173	341	349	318	207	95	41	87	51
10.30 - 11.00	A	24.2	39	2144	1608	344	254	72	855	249	489	502	453	290	604	177	352	356	326	198	87	41	62	35
11.00 - 11.30	A	17.9	33	1586	1540	333	238	83	823	247	477	494	440	276	572	182	335	332	301	190	79	40^	67	37^
WNTR OLYMS-FRI-8:00PM-3(S)	A	14.5	25	1285	1667	303	218	60	782	197	418	453	434	284	659	191	366	391	348	216	100	47^	126	87
FRI 8.00P 180 ABC																								
CONT'D																								

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PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 22–28, 1988

PROGRAM NAME / DAY / TIME / DUR / NET / NO. OF T/C / #STNS / CVG% / TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
WNTR OLYMS-FRI-8:00PM-3(-CONT'D																								
219 99 SE																								
8.00 - 8.30	A	13.9	24	1232	1652	279	199	50^	772	182	380	409	402	317	642	194	345	352	316	237	90	49^	148	111
8.30 - 9.00	A	14.6	24	1294	1657	290	203	54	793	189	385	424	413	329	622	178	329	345	312	227	101	45^	141	92
9.00 - 9.30	A	13.8	23	1223	1678	292	206	61	794	205	422	458	426	291	643	192	362	382	338	209	109	41^	132	95
9.30 - 10.00	A	14.3	23	1267	1690	305	217	66	779	201	423	469	439	271	663	188	372	400	358	211	111	53	136	90
10.00 - 10.30	A	15.2	26	1347	1676	327	237	61	781	197	441	487	470	251	686	192	385	422	376	210	100	50	109	76
10.30 - 11.00	A	15.0	27	1329	1675	326	244	69	785	211	455	475	457	250	704	204	407	444	388	204	92	43^	94	63
WNTR OLYMS-SAT-7:00PM-3(S) SAT 7.00P 258 ABC	A	26.4	43	2339	1845	366	286	61	876	250	501	508	457	298	698	206	420	429	368	217	112	51	159	106
219 99 SE																								
7.00 - 7.30	A	17.9	32	1586	1669	300	228	33^	816	189	391	418	409	341	626	167	331	357	322	225	87	45	139	89
7.30 - 8.00	A	20.7	36	1834	1744	313	238	45	821	197	411	436	419	332	673	182	370	392	347	236	99	47	152	96
8.00 - 8.30	A	22.0	35	1949	1811	349	272	61	856	232	469	485	440	311	710	207	414	423	369	236	95	38	150	98
8.30 - 9.00	A	23.9	38	2118	1856	375	297	62	877	245	509	524	469	293	705	203	424	439	382	217	107	44	168	102
9.00 - 9.30	A	27.0	42	2392	1889	379	302	67	884	253	523	545	480	281	708	208	434	450	382	212	118	52	178	116
9.30 - 10.00	A	29.8	46	2640	1912	390	305	69	908	270	535	540	479	296	713	207	441	450	386	216	123	54	168	112
10.00 - 10.30	A	33.7	53	2986	1888	382	299	65	897	272	531	523	465	291	710	217	439	443	376	210	117	55	164	115
10.30 - 11.00	A	35.7	57	3163	1899	383	302	66	899	280	539	525	463	286	726	228	451	446	376	216	121	57	154	109
11.00 - 11.30	A	26.6	47	2357	1834	385	303	67	886	272	530	533	462	279	673	220	422	417	340	194	134	66	142	102
WNTR OLYMS-SUN-7:00PM-3(S) SUN 7.00P 270 ABC	A	17.2	27	1524	1807	358	275	80	901	241	509	524	469	311	665	209	403	395	348	200	113	54	128	89
219 99 SE																								
7.00 - 7.30	A	13.1	22	1161	1715	330	262	83	852	213	461	487	442	317	618	200	370	390	323	178	106	38^	139	100
7.30 - 8.00	A	14.0	22	1240	1775	351	284	101	874	238	507	528	459	293	631	202	396	409	338	175	109	37^	162	111
8.00 - 8.30	A	15.8	24	1400	1850	347	272	94	879	228	510	526	463	293	663	204	423	427	369	181	131	56	177	119
8.30 - 9.00	A	18.4	27	1630	1896	358	273	82	909	237	510	530	485	307	696	215	425	424	382	208	139	68	152	103
9.00 - 9.30	A	20.7	30	1834	1890	377	284	80	915	251	524	532	475	305	681	229	427	409	346	193	142	74	152	113
9.30 - 10.00	A	19.8	29	1754	1846	377	288	83	926	256	534	541	477	313	670	218	414	402	346	197	131	66	118	89
10.00 - 10.30	A	19.0	29	1683	1781	353	269	78	926	255	526	539	474	321	661	206	395	378	337	207	94	48	101	66
10.30 - 11.00	A	18.0	29	1595	1762	346	260	67	910	242	506	518	474	323	673	204	387	368	342	218	87	45	91	59
11.00 - 11.30	A	15.9	32	1409	1700	372	280	55	893	241	489	500	458	323	672	196	375	351	341	237	70	42^	65	45^
WOMEN IN PRISON(R)	A	2.5	4	222	2002	216^	180^	78^	580	323	479	368	194^	82^	530	265^	430	360	215^	63v	337	179^	555	464
SAT 8.30P 30 FOX 9	B	2.4	4	210	1765	248	205	65^	530	256	395	327	228	108^	533	285	422	353	213	74^	267	155	436	316
112 81 CS 18	C	2.5	4	220	1693	268	216	67^	565	240	387	341	270	139	537	256	393	336	219	111^	234	134	356	252

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																												
ABC WORLD NEWS SUNDAY(S)					A	11.7	24	1037	318	249	803	201	456	462	425	284	672	205	402	426	363	172	43^	29^	36^	29^	26^	31^
SUN	6.30P	15	ABC																									
	210	93	N																									
ABC WORLD NEWS TONIGHT					A	11.7	21	1035	236	167	785	153	317	349	386	402	572	124	258	286	278	264	27^	28^	20^	44	16^	23^
MON-FRI	6.30P	30	ABC	44	B	11.8	20	1046	246	174	792	155	330	353	401	399	570	127	254	281	278	259	30	34	26	42	22^	22^
	216	99	N	108	C	11.1	20	979	232	165	769	149	311	323	376	405	574	129	254	276	272	266	27	28	25^	40	22^	21^
ABC WRLD NEWS TONIGHT-SAT					A	8.9	18	789	246	166	750	124	293	320	374	394	621	163	309	329	307	239	35^	26^	41^	34^	26^	7v
SAT	6.30P	30	ABC	9	B	8.5	16	753	231	148	756	124	266	288	361	430	626	150	282	310	300	274	28^	24^	28^	35^	32^	24^
	160	88	N	12	C	7.9	15	701	222	142	747	123	259	282	351	427	631	152	282	308	298	279	28^	23^	27^	37^	29^	23^
CBS EVENING NEWS-RATHER					A	11.2	20	992	195	120	755	116	246	267	322	454	583	86	212	236	288	318	23^	16^	16^	31^	21^	16^
MON-FRI	6.30P	30	CBS	45	B	12.1	21	1075	225	142	775	127	277	298	339	440	595	100	230	234	285	328	28	23^	24	34	25	25
	209	99	N	114	C	11.9	22	1051	221	135	757	126	269	293	332	430	591	104	229	233	282	326	28	21^	25	36	23^	23^
CBS EVENING NEWS-SUNDAY					A	8.0	16	709	167	100	695	78^	189	206	301	474	637	101	233	244	292	376	10v	10v	7v	10v	7v	1v
SUN	6.00P	30	CBS	9	B	7.6	14	676	220	149	746	103	240	265	331	452	651	129	273	276	304	343	20^	21^	18^	20^	16^	18^
	183	89	N	11	C	7.3	14	650	215	140	740	104	231	259	319	453	645	129	271	272	299	340	21^	20^	21^	20^	15^	16^
CBS SAT. NEWS-SCHIEFFER					A	6.0	12	532	230	148	768	127	243	273	308	460	706	103^	224	232	358	424	15v	19v	9v	43^	17v	22v

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
SAT	6.30P	30	CBS	8	B	6.6	13	585	200	125	748	111	236	254	304	456	664	133	256	258	307	359	19^	22^	25^	37^	21^	21^
	158	88	N	19	C	7.0	14	622	189	114	731	106	218	239	288	461	628	128	246	251	285	341	27^	20^	27^	34^	21^	16^
NBC NIGHTLY NEWS					A	9.9	18	877	213	138	801	123	266	297	361	462	571	133	245	248	261	285	27^	28^	22^	28^	15^	20^
MON-FRI	6.30P	30	NBC	44	B	11.1	19	982	218	149	801	132	286	315	357	446	588	140	261	269	271	280	26^	29	26^	35	20^	23^
	201	99	N	109	C	10.7	19	951	211	146	790	129	280	310	346	444	593	139	256	265	263	288	28	31	28	33	19^	22^
NBC NIGHTLY NEWS-SAT.					A	6.8	14	602	159	111	775	108	235	247	298	487	632	112	244	273	282	329	21v	9v	22v	46^	19v	21v
SAT	6.30P	30	NBC	6	B	8.3	16	735	181	122	779	119	228	256	292	488	631	136	261	267	274	329	30^	29^	36^	43^	21^	32^
	175	92	N	18	C	8.6	17	765	177	112	778	111	219	249	294	498	613	125	233	240	256	337	24^	24^	26^	33^	18^	21^
NBC NIGHTLY NEWS-SUN					A	6.8	13	602	258	162	833	138	293	318	365	463	681	139	272	280	277	355	20v	25v	22v	16v	23v	17v
SUN	6.30P	30	NBC	4	B	7.2	13	638	236	152	823	119	263	306	337	488	641	121	250	278	270	330	27^	26^	25^	23^	31^	24^
	176	89	N	10	C	7.0	13	622	234	156	802	126	270	296	338	469	653	136	271	283	289	331	32^	28^	29^	31^	27^	22^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.22-28,1988

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																								
ABC NEWS:NIGHTLINE SPEC(S)	A	6.3	24	558	1442	267	190	224	26v	767	170	386	384	479	462	64^	594	192	358	339	396	365	34^	14v
MON 12.01A 30 ABC																								
216 98 N																								
12.00 - 12.30	A	6.3	24	558	1453	269	192	225	26v	773	172	389	387	483	466	64^	598	193	361	342	399	368	34^	14v
12.30 - 1.00	A	4.8	21	425	1481	286	210	248	31v	763	170	383	383	478	454	80^	636	197	371	328	385	357	26v	17v
ABC NEWS:NIGHTLINE SPEC(S)	A	4.3	17	381	1359	282	192	225	69^	720	178	393	378	450	413	60^	549	185	394	370	411	392	17v	33v
TUE 12.01A 30 ABC																								
214 98 N																								
12.00 - 12.30	A	4.3	17	381	1366	285	193	227	70^	724	179	396	381	453	415	60^	551	186	395	372	413	394	18v	34v
12.30 - 1.00	A	3.6	15	319	1370	264	174^	206	67^	720	180^	377	364	457	423	72^	585	198^	431	370	415	415	12v	21v
ABC NEWS:NIGHTLINE SPEC(S)	A	5.0	18	443	1279	280	190	221	50^	743	165	359	339	392	362	69^	491	183	315	306	343	299	18v	<<
WED 12.01A 30 ABC																								
210 98 N																								
12.00 - 12.30	A	5.0	18	443	1285	281	191	222	50^	746	165	360	340	393	363	69^	493	183	315	308	345	301	18v	<<
12.30 - 1.00	A	4.1	17	363	1350	302	203	235	60^	795	185	384	360	426	390	100^	508	247	354	322	353	304	20v	<<
ABC NEWS:NIGHTLINE SPEC(S)	A	4.2	16	372	1391	253	197	214	25v	682	139^	355	355	392	375	57^	578	152^	316	300	356	341	38v	10v
THU 12.04A 32 ABC																								
214 98 N																								
12.00 - 12.30	A	4.3	16	381	1395	252	196	212	26v	683	138^	354	353	390	373	61^	581	155^	320	303	359	342	40v	12v
12.30 - 1.00	A	3.7	16	328	1394	264	206	226	20v	688	146^	370	370	411	391	36v	573	135^	300	291	345	339	27v	<<
ABC NEWS:NIGHTLINE SPEC(S)	A	4.6	15	408	1522	265	182	206	68^	759	152^	395	361	402	382	87^	604	184	396	374	431	401	62^	23v
FRI 12.00M 30 ABC																								
211 98 N																								
ABC WEEKEND REPORT-SAT.	A	2.1	6	186	1535	509	292^	372	72v	939	176^	449	449	618	546	33v	535	205^	342	331^	394	373	<<	23v
SAT 11.33P 15 ABC 9	B	2.2	7	191	1511	327	237	250	74^	776	194	429	412	475	433	76^	535	206	336	325	400	356	24v	46^
130 73 N 22	C	2.1	6	183	1440	309	240	235	82^	734	195	396	371	429	389	69^	542	183	312	294	363	329	21v	40^
ABC WEEKEND REPORT-SUN.	A	1.9	13	168	1251	275^	202^	209^	51v	687	189^	443	443	527	475	32v	522	209^	312^	312^	388	363^	7v	<<
SUN 12.00M 15 ABC 9	B	2.2	10	197	1437	283	220	222	88^	661	201	383	369	438	386	86^	596	230	410	383	463	432	48^	39^
143 79 N 22	C	2.1	9	189	1401	261	210	212	67^	660	179	360	347	414	373	66^	592	199	385	366	434	411	44^	30v
CAMPAIGN '88:PRIMARIES(S)	A	5.1	15	452	1389	273	205	187	82^	748	243	398	385	429	376	79^	508	157	273	251	267	226	24v	32v
TUE 11.30P 16 CBS																								
180 90 P																								
MINNESOTA,S.DAKOTA,PUERTO RICO																								
CBS LATE NIGHT I	A	3.7	14	327	1391	272	202	193	103	746	256	448	415	459	404	71^	527	182	316	297	354	308	17v	33^
MON 11.30P 64 CBS 34	B	3.9	15	345	1423	298	238	235	89	760	230	437	405	459	420	80	546	174	335	318	369	324	29^	30^
177 86 FF 89	C	3.8	15	332	1388	282	215	225	83	756	215	406	377	434	396	68^	522	175	317	301	353	315	23^	27^
TUE 11.46P 66																								
CONT'D																								

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.22–28,1988

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																												
CBS LATE NIGHT I-CONT'D																												
WED	12.05A	65																										
THU	11.30P	66																										
	11.30 - 12.00				A	4.2	13	372	1402	288	212	207	103	794	263	466	420	471	431	57^	496	164	286	269	323	287	12v	38^
	12.00 - 12.30				A	3.7	15	327	1392	274	205	194	100	745	259	450	421	465	409	70^	525	180	315	296	353	309	19v	34^
	12.30 - 1.00				A	3.2	15	282	1387	258	191	177	107^	697	241	427	407	442	370	97^	572	209	360	340	398	331	20v	29^
	1.00 - 1.30				A	3.0	16	266	1365	193^	143^	134^	145^	629	249	393	360	388	289	74^	601	214^	363	345	396	350	19v	13v
CBS LATE NIGHT II					A	2.5	14	220	1351	297	216	212	89^	683	246	416	387	429	383	91^	558	199	359	334	396	344	30v	31v
MON	12.34A	49	CBS	43	B	2.5	14	219	1379	306	246	234	94^	714	236	446	415	458	413	95^	539	201	369	350	397	340	33^	38^
	174	85	FF	111	C	2.4	14	209	1350	303	235	238	93^	719	232	430	399	449	406	85^	511	205	350	331	379	327	25v	32^
TUE	12.52A	50																										
WED	1.10A	54																										
THU	12.36A	47																										
FRI	1.00A	57																										
	12.30 - 1.00				A	3.0	16	262	1387	320	242	217	83^	727	252	465	439	469	429	95^	529	192	344	317	366	309	17v	43^
	1.00 - 1.30				A	2.5	14	220	1318	288	205	210	79^	668	236	393	370	412	370	91^	549	200	351	328	394	340	32v	28v
	1.30 - 2.00				A	2.2	13	191	1319	281	203	208	110^	639	250	390	348	399	345	82^	581	193	370	351	418	374	42v	22v
	2.00 - 2.30				A	2.0	15	177	1565	243^	185^	171^	160^	678	304^	466	440	519	405	136^	788	282^	518	428	492	467	21v	20v
CBS NEWS NIGHTWATCH-1					A	0.9	9	81	1240	281^	200^	241^	52v	670	223^	382	361^	422	402	29v	490	127^	220^	208^	298^	281^	<<	26v
MTHSU	2.00A	30	CBS	42	B	0.9	9	81	1282	288^	208^	221^	72v	678	226^	385	361	406	367	71v	505	183^	311^	289^	369	342	36v	18v
	47	49	N	102	C	0.9	9	78	1253	283^	209^	210^	72v	691	237^	385	357	407	375	70v	469	187^	316^	291^	339	308^	22v	16v
TUE	2.16A	14																										
CBS NEWS NIGHTWATCH-2					A	1.0	11	86	1146	265^	167^	210^	41v	579	196^	311^	296^	349^	331^	43v	518	124^	228^	218^	342^	309^	<<	17v
MTTHSU	2.30A	30	CBS	42	B	0.9	11	81	1219	307^	199^	215^	58v	652	204^	361	340	389	360	69v	478	160^	272^	254^	341	312^	36v	17v
	59	58	N	111	C	0.9	11	77	1220	310^	211^	213^	67v	677	227^	378	352	407	376	67v	460	183^	301^	280^	330	297^	20v	16v
WED	2.35A	25																										
CBS NEWS NIGHTWATCH-3					A	0.9	16	83	1094	290^	181^	210^	26v	658	186^	320^	310^	370^	362^	51v	374^	110^	182^	181^	257^	209^	9v	17v
M-THSU	3.00A	180	CBS	44	B	0.8	15	74	1101	292^	186^	197^	43v	672	155^	316^	299^	359	338^	57v	372	123^	205^	199^	254^	215^	20v	9v
	101	81	N	113	C	0.8	16	73	1121	298^	179^	197^	54v	688	171^	306^	285^	365	340^	53v	365	134^	220^	212^	243^	205^	12v	10v
	3.00 - 3.30				A	1.0	15	92	1128	270^	172^	201^	44v	609	219^	328^	318^	362^	336^	52v	457	129^	216^	211^	312^	266^	<<	17v
	3.30 - 4.00				A	1.0	16	87	1078	296^	191^	219^	26v	642	193^	328^	318^	385^	375^	42v	362^	98^	166^	166^	259^	217^	9v	17v
	4.00 - 4.30				A	0.9	16	80	1086	300^	187^	212^	19v	682	178^	323^	313^	374^	374^	51v	344^	106v	169^	169^	248^	196^	9v	18v
	4.30 - 5.00				A	0.9	9	76	1094	290^	182^	207^	27v	688	179^	320^	309^	370^	362^	59v	340^	107v	183^	183^	248^	195^	16v	19v
	5.00 - 5.30				A	0.9	17	80	1046	286^	178^	202^	23v	667	177^	312^	302^	359^	355^	51v	326^	90v	154^	154^	220^	170^	9v	18v
	5.30 - 6.00				A	1.0	18	92	1041	278^	162^	200^	16v	617	155^	283^	274^	341^	341^	49v	366	118^	180^	180^	230^	184^	11v	14v
CBS SUNDAY NEWS					A	2.7	5	239	1395	290	191^	166^	71^	771	231^	386	386	432	361	46v	575	130^	274	274	315	269	<<	17v
SUN	11.00P	15	CBS	9	B	3.2	7	283	1490	305	223	218	62^	782	166	398	384	418	383	68^	615	150	304	290	333	296	33^	18v
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																								
CBS SUNDAY NEWS-CONT'D																								
106 58 N 23	C	3.5	8	306	1464	297	217	223	54^	816	172	387	373	417	384	58^	554	130	279	266	307	279	28^	12v
DAVID LETTERMAN I	A	4.1	20	363	1362	266	226	172	140	662	307	446	400	424	348	167	576	339	466	426	447	348	44^	30^
MTHF 12.30A 30 NBC 45	B	4.2	20	374	1403	282	239	205	118	658	286	445	401	438	383	170	595	337	466	409	439	356	54^	43^
204 99 GV 109	C	4.0	20	358	1402	289	247	216	122	671	294	454	410	450	391	164	595	337	468	411	441	359	44^	41^
TUE 12.45A 30																								
WED 1.05A 30																								
12.30 - 1.00	A	4.2	20	375	1346	275	233	180	147	655	310	440	394	418	336	162	563	317	452	414	437	344	53^	29^
1.00 - 1.30	A	3.9	22	343	1387	243	210	154	120^	675	296	453	410	432	377	177	608	390	497	449	469	358	18v	28v
1.30 - 2.00	A	3.5	21	310	1420	220	179^	112^	146^	683	307	468	425	436	368	214	572	419	511	467	480	334	24v	49v
DAVID LETTERMAN II	A	3.2	19	285	1383	253	226	170	146	658	323	459	413	432	356	206	590	361	478	419	444	330	53^	33^
MTHF 1.00A 30 NBC 45	B	3.4	20	300	1402	277	239	200	125	638	296	451	405	435	375	195	616	381	499	432	464	369	55^	42^
204 99 GV 109	C	3.3	21	293	1388	287	249	213	128	653	307	460	413	449	385	182	605	375	493	429	459	366	43^	39^
TUE 1.15A 30																								
WED 1.35A 30																								
1.00 - 1.30	A	3.3	19	294	1380	259	229	179	150	657	325	456	410	429	347	205	588	350	471	414	445	334	65^	31^
1.30 - 2.00	A	3.0	21	269	1385	238	222	149^	133^	655	322	466	419	438	380	211	602	393	500	436	446	321	23v	38v
2.00 - 2.30	A	2.7	20	239	1438	219^	195^	112^	165^	710	295	478	441	455	372	189^	519	352	448	416	416	290	31v	62v
DECISION '88:MINN-S.DKTA(S)	A	6.4	18	567	1376	226	168	185	59^	757	152	354	323	374	352	83^	525	157	299	283	312	280	48^	13v
TUE 11.30P 15 NBC																								
201 99 P																								
FRIDAY NIGHT VIDEOS	A	2.3	15	204	1261	247^	238^	198^	173^	651	420	544	501	505	378	160^	444	305^	379	318	340	288^	62v	5v
FRI 1.30A 60 NBC 9	B	2.7	17	242	1437	304	286	235	181	602	349	498	438	461	367	234	588	422	515	423	448	353	89^	76^
174 96 PC 22	C	2.7	18	236	1449	284	256	213	172	602	343	477	419	449	364	245	606	432	526	436	460	362	101^	64^
1.30 - 2.00	A	2.5	15	222	1236	236^	219^	193^	177^	645	398	534	479	486	370	153^	448	305	384	325	344	292	59v	9v
2.00 - 2.30	A	2.0	14	177	1354	273^	273^	214^	176^	692	468	583	555	555	408	177^	460	321^	392	324^	352^	298^	69v	<<
G MICHAELS SPORTS MACHINE	A	1.9	6	168	1523	156^	136^	138^	63v	581	192^	359^	359^	360^	319^	139^	811	249^	558	515	541	466	66v	21v
SUN 11.30P 15 NBC 9	B	1.8	6	160	1560	262	207	232	95^	624	209	416	390	434	403	178	788	372	580	507	553	464	39v	63^
84 54 SC 24	C	1.8	7	162	1507	288	239	248	90^	613	216	415	394	439	399	200	753	354	540	470	529	425	43^	45^
LATE SHOW-FOX	A	1.3	4	119	1458	247^	220^	208^	134^	650	344	483	412	440	388	172^	630	360	510	435	478	392	50v	55v
MON-FRI 11.30P 60 FOX 35	B	1.5	4	131	1408	268	234	218	139^	635	336	486	437	469	400	177^	603	356	490	415	439	359	50^	39v
102 78 GV 109	C	1.7	4	148	1477	291	259	225	159^	652	344	492	437	475	408	189	610	372	499	420	449	371	65^	58^
11.30 - 12.00	A	1.5	4	136	1440	235^	210^	201^	126^	642	335	473	403	426	382	166^	614	350	504	435	470	389	57v	52v
12.00 - 12.30	A	1.1	4	99	1508	268^	238^	222^	147^	673	362	507	431	466	403	183^	663	381	528	442	497	404	41v	59v
SATURDAY NIGHT	A	9.4	26	833	1538	330	282	222	203	699	348	510	433	459	368	159	620	334	501	453	491	410	66^	63^
SAT 11.30P 81 NBC 7	B	8.6	24	760	1591	317	270	235	161	685	331	506	459	491	418	156	636	334	513	466	505	441	86	82
200 99 GV 17	C	8.3	25	737	1595	315	269	238	153	680	327	498	452	488	422	158	623	326	499	451	490	430	96	88
CONT'D																								

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																								
SATURDAY NIGHT-CONT'D																								
11.30 - 12.00	A	10.2	24	904	1585	323	273	231	193	723	334	508	429	465	382	157	615	319	494	446	479	404	74	67^
12.00 - 12.30	A	9.4	27	833	1532	336	290	216	212	701	358	520	440	461	368	148	627	345	503	456	500	420	60^	64^
12.30 - 1.00	A	8.0	27	709	1513	343	295	222	212	673	368	513	441	460	355	186	637	352	526	472	513	418	63^	57^
TONIGHT SHOW	A	6.2	21	548	1368	243	179	167	89	705	208	375	347	393	345	100	552	220	357	332	366	313	38^	27^
MTHF 11.30P 60 NBC 44	B	6.4	21	571	1420	277	216	206	89	745	231	418	384	434	395	98	546	216	350	322	358	310	42^	34^
202 99 GV 106	C	6.3	21	556	1416	282	222	213	92	746	234	419	387	438	396	95	545	213	353	325	361	314	37^	34^
TUE 11.45P 60																								
WED 12.05A 60																								
11.30 - 12.00	A	6.9	20	615	1383	258	182	191	86	724	199	380	354	411	362	90	543	195	329	309	349	302	42^	29^
12.00 - 12.30	A	5.8	21	517	1354	245	183	164	88	697	208	370	343	386	338	104	545	225	361	337	369	313	40^	25^
12.30 - 1.00	A	5.6	25	496	1380	202	162	119	97	686	231	384	347	373	328	109	601	268	413	375	401	348	21v	26^
1.00 - 1.30	A	5.0	25	443	1430	192	150	97^	105^	671	232	378	337	364	324	164	633	337	462	417	451	355	22v	34v
TOP OF THE POPS	A	2.2	7	195	1554	303^	258^	254^	86^	708	192^	447	427	454	430	85^	456	123^	309^	286^	333	319^	107^	105^
FRI 12.00M 60 CBS 9	B	2.3	7	207	1563	341	298	263	157	753	311	529	474	503	436	153	551	244	394	361	396	325	80^	68^
159 81 GV 23	C	2.3	7	206	1519	326	277	261	156	747	298	500	451	497	435	126	528	244	388	359	393	326	59^	71^
12.00 - 12.30	A	2.6	8	230	1574	313	266^	260^	81^	743	211^	485	468	499	473	98^	443	111^	294	271^	318	305	107^	94^
12.30 - 1.00	A	1.9	7	168	1445	274^	233^	233^	88v	622	155^	373^	348^	368^	348^	64v	450	132^	314^	291^	336^	322^	102^	115^
WNTR OLYMS-MON-11:30PM-3(S)	A	9.2	25	815	1447	293	211	224	45^	749	190	385	378	455	428	65^	584	184	362	341	393	375	46^	17v
MON 11.30P 31 ABC																								
220 99 SE																								
11.30 - 12.00	A	9.2	25	815	1453	294	213	225	45^	752	191	387	380	457	430	65^	586	183	364	343	395	377	46^	17v
12.00 - 12.30	A	7.9	26	700	1480	287	204	223	39^	746	184	381	375	467	443	85^	614	224	367	341	406	382	58^	15v
WNTR OLYMS-TUE-11:30PM-3(S)	A	7.9	23	700	1438	343	249	247	87^	775	233	463	445	516	457	63^	577	169	386	362	416	394	18v	25^
TUE 11.30P 31 ABC																								
220 99 SE																								
11.30 - 12.00	A	8.0	24	709	1431	341	248	245	86^	770	231	460	442	512	455	63^	575	168	384	360	413	392	18v	24^
12.00 - 12.30	A	6.3	22	558	1397	342	260	248	105^	798	239	478	456	533	462	50^	515	174	376	369	408	378	20v	26v
WNTR OLYMS-WED-11:30PM-3(S)	A	9.3	23	824	1437	301	222	228	71^	764	208	427	409	467	438	72^	570	190	355	340	395	357	24^	30^
WED 11.30P 31 ABC																								
218 99 SE																								
11.30 - 12.00	A	9.4	23	833	1433	300	221	227	70^	761	207	425	407	464	436	72^	569	190	354	339	394	356	24^	30^
12.00 - 12.30	A	7.2	21	638	1435	310	242	246	64^	795	216	466	445	494	462	77^	538	185	356	344	391	356	29^	11v
WNTR OLYMS-THU-11:30PM-3(S)	A	7.2	21	638	1436	284	201	223	72^	737	200	394	379	447	406	56^	573	162	336	314	377	366	36^	27^
THU 11.34P 30 ABC																								
220 99 SE																								
11.30 - 12.00	A	7.3	21	647	1446	288	201	225	75^	744	203	394	378	450	408	56^	577	163	337	314	379	369	35^	28^
CONT'D																								

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.22–28,1988

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																								
WNTR OLYMS-THU-11:30PM-3-CONT'D 12.00 - 12.30	A	6.3	21	558	1424	259	210	222	47^	720	188	407	400	440	412	55^	566	164	342	329	373	362	45^	19v
WNTR OLYMS-FRI-11:30PM-3(S) FRI 11.30P 30 ABC 220 99 SE	A	7.0	19	620	1540	255	181	198	59^	748	190	408	378	438	413	54^	648	187	385	369	452	432	30^	11v
WNTR OLYMS-SAT-11:30PM-3(S) SAT 11.48P 30 ABC 219 99 SE	A	8.0	21	709	1530	359	268	285	67^	801	206	440	429	510	473	51^	574	160	351	335	397	375	26^	41^
11.30 - 12.00	A	8.8	22	780	1550	369	282	299	64^	823	216	464	451	524	490	50^	572	146	356	340	398	376	25^	37^
12.00 - 12.30	A	7.4	20	656	1528	354	259	277	70^	790	201	425	415	502	465	51^	581	172	350	334	400	378	27^	44^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.3	13	117	90^	290	241^	673	156^	384	357	371	255^	492	166^	278^	308	252^	163^	25v	36v	14v	<<	13v
MON-FRI	6.15A	15	ABC	45	B	1.3	13	115	79^	276	210^	648	148^	384	391	383	217^	491	154^	315	337	268	126^	23v	28v	11v	22v	13v
	144	83	N	110	C	1.3	14	119	70^	266	213^	625	159^	372	377	357	209^	503	150^	308	333	287	146^	20v	25v	11v	18v	13v
ABC WORLD NEWS-MORN-645A					A	2.3	15	206	64^	304	242	628	191	395	397	324	190	489	146^	280	326	269	136^	45^	37v	18v	24v	31v
MON-FRI	6.45A	15	ABC	45	B	2.1	15	184	72^	286	221	635	197	402	423	330	182	492	144	297	330	273	132^	49^	36^	19v	23v	32v
	186	92	N	110	C	2.1	16	190	68^	276	217	622	171	387	404	338	186	487	135	268	299	280	155	41^	34v	22v	22v	30v
BEFORE HOURS					A	0.7	9	66	61v	230^	204^	564	179^	324^	314^	244^	209^	415^	178^	283^	253^	167^	86v	47v	12v	<<	<<	<<
MON-FRI	6.15A	15	NBC	45	B	0.8	10	73	65v	324^	285^	619	166^	368	355	328^	222^	438	202^	284^	267^	151^	122^	43v	19v	12v	13v	14v
	149	86	N	110	C	0.7	10	65	69v	317^	281^	619	167^	379^	371^	316^	209^	426	197^	264^	246^	135^	128^	26v	24v	<<	14v	18v
CBS MORNING NEWS- 6:30AM					A	1.5	13	129	73^	233^	122^	610	163^	291	325	376	256^	468	105^	211^	229^	276	195^	27v	7v	<<	11v	9v
MON-FRI	6.30A	30	CBS	45	B	1.3	12	115	71^	257	167^	607	159^	344	376	368	205^	452	102^	218^	224	242	189^	30v	11v	21v	12v	26v
	152	89	N	115	C	1.2	12	107	57v	270	151^	613	139^	292	330	354	254	411	101^	188^	190^	215^	188^	20v	13v	30v	16v	30v
CBS THIS MORNING-1					A	2.2	10	193	42v	180	117^	628	114^	239	250	282	342	448	80^	232	240	250	180	29v	4v	11v	27v	27v
MON-FRI	7.30A	30	CBS	45	B	2.2	11	197	39^	201	145	664	121^	287	297	317	339	454	78^	206	220	229	212	23v	9v	22v	21v	33v
	201	98	N	65	C	2.2	11	192	43^	191	132^	657	119^	269	281	303	348	445	7[illegible]^	201	208	220	214	23v	8v	22v	19v	30v
CBS THIS MORNING-2					A	2.2	10	195	45^	108^	56^	644	102^	190	220	304	404	388	82^	175	195	191	172^	5v	12v	30v	46^	34v
MON-FRI	8.30A	30	CBS	45	B	2.5	11	222	38^	167	105^	733	117	252	270	342	437	398	62^	147	158	176	223	12v	10v	23v	23v	26v
	201	98	N	65	C	2.5	11	219	39^	159	96^	723	125	246	265	322	430	398	65^	147	153	168	225	11v	9v	27v	21v	29v
GOOD MORNING, AMERICA-730					A	4.4	20	392	49^	252	198	710	165	388	397	388	275	410	87	179	203	221	189	17v	5v	20v	19v	25^
MON-FRI	7.30A	30	ABC	45	B	4.2	20	369	56^	241	181	713	164	389	404	383	276	421	94	190	216	227	186	15v	7v	25^	26^	32^
	216	99	N	109	C	4.3	21	377	59^	243	185	711	157	378	396	377	283	428	99	193	213	223	193	16v	7v	23^	23^	28^
GOOD MORNING, AMERICA-830					A	4.5	20	395	78^	218	173	764	179	382	394	399	326	359	58^	146	181	214	166	10v	7v	15v	19v	12v
MON-FRI	8.30A	30	ABC	45	B	4.5	19	401	69	200	154	751	160	360	380	401	338	374	65	146	176	214	180	10v	9v	23^	26^	23^
	214	99	N	110	C	4.5	20	398	71	203	158	760	154	357	376	397	347	375	68	147	168	201	186	10v	7v	22^	24^	21^
NBC NEWS AT SUNRISE					A	2.1	19	183	88^	246	198	615	148^	358	372	334	203	510	137^	274	283	239	189	26v	31v	16v	22v	22v
MON-FRI	6.00A	30	NBC	45	B	2.0	20	176	68^	306	250	643	149	369	385	365	222	517	143^	250	272	246	213	25v	20v	13v	13v	16v
	198	98	N	110	C	2.0	20	173	69^	313	260	642	152	378	398	359	213	494	123^	228	248	240	218	20v	34v	14v	12v	20v
TODAY SHOW-7.30AM					A	4.9	22	431	51^	196	141	681	131	310	332	354	328	484	97	228	237	252	229	12v	9v	22^	14v	23^
MON-FRI	7.30A	30	NBC	45	B	4.7	23	420	42^	220	158	681	118	315	340	376	317	469	104	219	230	231	221	18^	10v	20^	17^	25^
	205	99	N	110	C	4.6	23	406	52^	219	160	679	129	322	346	362	311	481	110	228	231	230	228	17^	12v	23^	19^	28^
TODAY SHOW-8.30AM					A	5.0	22	447	48^	158	117	705	102	265	289	356	399	447	84	194	199	223	231	8v	8v	16v	13v	12v
MON-FRI	8.30A	30	NBC	45	B	5.2	22	465	39^	167	125	723	109	287	313	370	391	426	93	179	182	195	224	11v	6v	19^	17^	16^
	205	99	N	110	C	4.8	22	429	58^	165	128	721	120	306	328	369	374	431	95	194	193	201	219	11v	8v	19^	17^	16^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																												
ALL MY CHILDREN					A	7.6	25	673	162	231	198	132	871	377	592	483	535	371	227	253	64	12v	39^	29^	48^	43^	69	22^
MON-FRI	1.00P	60	ABC	44	B	8.0	24	707	147	251	218	148	850	398	593	472	522	338	206	275	71	16^	45	34^	55	56	73	39
	219	99	DD	108	C	7.8	25	689	145	244	214	148	855	385	575	448	500	341	229	273	79	15^	39	31^	60	53	78	35^
1.00 - 1.30					A	7.2	24	640	162	223	195	134	865	375	589	479	528	366	227	269	64	11v	39^	28^	49^	45^	74	20^
1.30 - 2.00					A	8.0	26	705	161	240	202	130	878	379	596	487	543	376	227	238	64	13^	38^	29^	47^	41^	64	24^
AMERICAN TREASURY					A	4.9	15	431	121	171	129	104	850	235	427	350	401	374	371	306	122	41^	46^	58^	46^	70^	60^	55^
MWF	3.58P	1	CBS	25	B	5.1	15	448	99	214	152	129	902	255	454	360	417	390	390	304	128	30^	55^	56^	37^	56^	39^	54^
	194	90	DO	65	C	4.7	15	414	89	189	129	124	878	240	428	335	390	378	394	290	129	26^	50^	47^	34^	48^	36^	47^
ANOTHER WORLD					A	5.3	18	466	82	155	138	119	872	243	433	335	386	386	388	259	122	8v	31^	25^	23^	27^	39^	11v
MON-FRI	2.00P	60	NBC	44	B	5.6	18	499	91	199	171	146	866	280	459	344	401	359	350	285	112	19^	65	40^	27^	40^	40^	26^
	202	98	DD	105	C	5.2	17	457	83	207	178	150	868	277	468	348	406	369	341	291	111	22^	60	42^	26^	40^	40^	26^
2.00 - 2.30					A	5.2	18	464	81	166	149	120	898	253	447	344	397	386	399	269	127	5v	28^	21^	23^	28^	40^	11v
2.30 - 3.00					A	5.2	17	461	85	146	129	120	859	236	426	330	380	392	383	252	118	11v	35^	30^	22^	27^	38^	11v
AS THE WORLD TURNS					A	7.0	23	620	126	160	126	104	914	234	421	327	379	378	440	259	118	15^	25^	23^	42^	47^	55	33^
MON-FRI	2.00P	60	CBS	43	B	7.3	23	644	98	182	137	118	918	248	439	340	395	382	423	288	119	22^	31^	33^	40	52	48	43
	208	99	DD	110	C	6.6	22	585	87	171	120	115	912	232	426	329	393	398	422	275	118	20^	28^	31^	36^	47	46	37^
2.00 - 2.30					A	6.9	23	610	129	159	124	102	913	234	417	321	372	374	444	260	118	12v	20^	18^	40^	49^	59	30^
2.30 - 3.00					A	7.2	24	634	123	160	127	106	910	233	423	330	383	379	434	256	117	17^	29^	27^	43^	44^	51^	36^
BLACKOUT					A	2.0	9	177	46v	108^	63^	58^	723	159^	278	240	301	360	384	308	135^	15v	43v	28v	35v	56^	55^	37v
MON-FRI	10.00A	30	CBS	40	B	2.4	10	216	69^	157	116^	70^	738	190	341	281	336	358	343	374	182	20v	29v	19v	72^	63^	68^	67^
	167	82	QP	40	C	2.4	10	216	69^	157	116^	70^	738	190	341	281	336	358	343	374	182	20v	29v	19v	72^	63^	68^	67^
BOLD AND THE BEAUTIFUL					A	5.4	18	480	120	190	155	95	903	226	417	327	374	395	438	276	110	10v	18v	13v	36^	46^	50^	33^
MON-FRI	1.30P	30	CBS	42	B	5.9	18	521	91	203	158	107	906	239	442	349	396	401	416	306	120	22^	23^	27^	44^	50	49^	45^
	197	93	DD	108	C	5.3	18	470	85	192	141	106	894	231	432	338	395	405	405	294	118	18^	20^	23^	40^	50^	50^	40^
CLASSIC CONCENTRATION					A	3.7	16	331	92^	150	107	86^	814	159	346	279	364	369	384	325	139	15v	29^	24v	46^	56^	69^	34^
MON-FRI	10.30A	30	NBC	44	B	4.1	16	361	84	167	124	85	794	176	346	278	360	348	365	355	150	23^	35^	26^	48^	64^	66^	45^
	138	74	QG	106	C	3.6	15	320	84	155	118	83	807	197	365	296	365	334	373	344	156	23^	28^	23^	46^	64^	66^	44^
DAYS OF OUR LIVES					A	7.3	24	645	85	197	172	146	874	275	462	345	406	379	350	259	110	18^	56	38^	24^	30^	37^	16^
MON-FRI	1.00P	60	NBC	44	B	7.8	24	695	94	204	173	173	863	300	497	368	430	367	304	277	103	25^	80	59	34^	43	46	30^
	205	99	DD	108	C	7.2	24	636	92	197	165	173	855	294	492	363	427	369	298	281	105	24^	75	58	34^	44	48	30^
1.00 - 1.30					A	6.9	23	615	84	205	178	142	881	271	454	341	404	383	363	261	111	18^	54^	36^	25^	32^	41^	16^
1.30 - 2.00					A	7.6	25	672	87	190	168	152	871	280	472	351	409	378	341	258	111	18^	58	40^	22^	29^	34^	17^
GENERAL HOSPITAL					A	9.0	28	799	117	251	206	158	894	355	550	429	485	371	288	240	94	29^	63	49	43	41^	46	37^
MON-FRI	3.00P	60	ABC	44	B	8.8	27	779	126	246	204	169	877	371	556	425	478	347	269	236	86	24^	69	51	44	49	55	39
	219	99	DD	108	C	8.2	26	726	126	241	202	169	878	366	548	416	465	340	281	236	88	24^	67	49	47	49	58	37
3.00 - 3.30					A	8.8	29	780	122	253	209	160	902	359	563	437	491	375	285	237	94	27^	59	45	42^	37^	48	32^
3.30 - 4.00					A	9.3	28	820	113	250	203	155	884	350	537	421	477	367	290	242	93	31^	67	52	44	44	45	43

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.22–28,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18–49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18–49	WOMEN 15–24	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12–17	TEENS FEM. 12–17	TEENS TOT. 15–17	CHILDREN MALE 2–11	CHILDREN FEM. 2–11	CHILDREN TOT. 2–5	CHILDREN TOT. 6–11
MONDAY-FRIDAY DAYTIME CONT'D																													
GUIDING LIGHT					A	7.0	22	618	113	191	148	123	894	239	440	351	398	394	407	252	116	24^	57	54	45^	55	59	40^
MON-FRI	3.00P	60	CBS	42	B	6.6	20	588	96	206	150	125	914	253	457	362	411	395	407	277	116	25^	52	47	37^	57	45	49
	207	99	DD	109	C	6.1	20	539	89	190	131	118	900	238	435	342	396	397	411	265	117	18^	42^	37^	34^	51	42^	43^
3.00 - 3.30					A	6.9	22	608	113	187	147	121	902	240	442	354	401	398	412	257	119	19^	55^	48^	41^	51^	58	34^
3.30 - 4.00					A	7.1	22	629	114	195	149	125	887	239	438	348	395	390	403	247	113	29^	59	60	48^	58	61	45^
HOME					A	2.5	10	220	179	268	221	107^	808	324	559	456	494	388	210	237	56^	19v	27v	9v	33v	48^	55^	26v
MON-FRI	11.30A	30	ABC	30	B	2.7	10	242	158	251	209	100^	804	307	534	450	494	382	226	260	72^	20v	29^	26v	48^	50^	71^	27^
	177	87	IA	30	C	2.7	10	242	158	251	209	100^	804	307	534	450	494	382	226	260	72^	20v	29^	26v	48^	50^	71^	27^
LOVING					A	3.9	14	344	158	225	203	135	832	353	559	451	489	370	235	231	56^	8v	40^	32^	52^	54^	82^	24v
MON-FRI	12.30P	30	ABC	44	B	4.4	14	392	140	255	229	148	829	383	575	455	496	337	213	248	58^	22^	49^	38^	62^	55^	74	43^
	176	88	DD	108	C	4.3	15	380	145	245	222	147	840	386	576	449	488	331	226	244	63^	20^	40^	32^	75	51^	86	40^
NBC NEWS DIGEST-DAYTIME					A	4.4	15	387	73^	130	115	146	841	232	430	328	368	388	371	254	108	24v	62^	57^	17v	28^	39^	6v
MWF	2.57P	1	NBC	26	B	4.9	15	438	77	198	168	155	841	258	448	339	389	371	342	294	109	26^	85	57^	32^	41^	43^	31^
	192	95	N	65	C	4.7	15	418	71	198	172	149	829	247	444	337	392	370	331	305	107	28^	82	57^	27^	40^	38^	30^
NEW CARD SHARKS					A	2.7	12	241	45^	125^	77^	63^	738	152	258	203	281	352	402	391	202	15v	23v	18v	36^	79^	67^	48^
MON-FRI	10.30A	30	CBS	44	B	3.1	12	277	63^	156	114	66^	717	169	316	258	309	347	350	431	243	26^	26^	16v	82^	78^	86^	73^
	162	78	QP	110	C	3.2	14	280	80^	144	103	64^	708	185	325	269	331	333	321	441	252	23v	23^	16v	77^	68^	89^	56^
NEWSBREAK-11.57					A	5.4	21	478	72	165	120	62^	789	168	316	258	307	307	423	424	216	13v	14v	12v	42^	63^	64^	41^
MON-FRI	11.57A	2	CBS	44	B	5.9	21	524	64	187	140	75	748	183	322	257	310	314	372	430	215	22^	26^	17^	60	67	71	56
	176	82	N	109	C	5.4	21	480	62	177	130	75	753	183	323	256	309	311	377	420	213	19^	22^	16^	53	60	69	44^
NEWSBREAK-3.44					A	6.1	19	542	125	212	170	133	899	253	443	344	385	380	415	250	114	23^	62	56^	52^	68	70	50^
MON	3.41P	1	CBS	42	B	5.7	17	503	98	216	163	122	915	255	444	349	395	387	425	270	113	22^	53	42^	39^	65	50^	54
	192	92	N	109	C	5.2	17	465	87	192	139	112	893	233	412	321	373	385	429	258	114	18^	42^	33^	35^	55^	43^	46^
TUE	3.47P	1																										
WED&FRI	3.40P	1																										
THU	3.44P	1																										
ONE LIFE TO LIVE					A	7.8	26	691	159	230	196	151	896	381	593	464	523	379	245	223	85	17^	42^	30^	47^	45^	63	30^
MON-FRI	2.00P	60	ABC	44	B	8.1	25	721	148	229	197	157	873	385	585	456	509	360	235	232	85	17^	52	36	47	54	66	35^
	218	99	DD	106	C	7.9	26	696	143	228	197	157	876	377	571	438	489	357	253	238	91	16^	45	32^	50	54	70	34^
2.00 - 2.30					A	7.7	26	679	165	230	195	145	894	383	591	467	528	376	242	222	85	14^	39^	27^	49^	45^	64	29^
2.30 - 3.00					A	7.9	26	703	154	229	196	157	898	379	594	461	519	383	247	223	86	19^	45^	33^	46^	46^	62	30^
PRICE IS RIGHT 1					A	5.0	21	441	60^	137	95	61^	766	154	295	238	290	317	419	447	229	21^	11v	20^	50^	75^	77	47^
MON-FRI	11.00A	30	CBS	43	B	5.5	21	486	61	165	111	67	728	157	296	238	282	321	387	450	239	26^	22^	20^	74	75	82	67
	208	97	AP	109	C	5.2	22	465	67	157	103	74	729	173	304	238	283	304	380	443	235	21^	21^	18^	71	68	81	58
PRICE IS RIGHT 2					A	6.5	26	578	68	145	101	66	778	163	296	234	280	291	436	440	228	20^	11v	17^	60	70	89	41^
MON-FRI	11.30A	30	CBS	44	B	7.2	26	636	60	164	115	71	741	168	297	236	282	298	397	448	235	24^	24^	20^	68	71	77	62
	208	97	AP	111	C	6.7	27	593	59	159	110	73	738	172	300	234	280	293	392	446	237	20^	21^	17^	65	63	76	51

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PROGRAM NAME / DAY TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																											
RYAN'S HOPE				A	2.4	9	214	149^	246	227	131^	822	384	589	509	522	324	219	305	70^	13v	70^	56^	52^	46^	73^	25v
MON-FRI 12.00N	30	ABC	44	B	3.0	10	269	138	267	234	131	804	378	573	478	515	332	194	256	57^	22v	61^	44^	75^	65^	82^	58^
164	81	DD	108	C	3.0	11	270	138	256	233	135	821	394	585	478	519	328	195	259	54^	23v	54^	38^	88^	57^	94^	50^
SALE OF THE CENTURY				A	3.3	14	289	74^	170	131	37^	793	133	324	298	359	359	409	401	207	13v	17v	14v	40^	34^	53^	21v
MON-FRI 10.00A	30	NBC	44	B	3.5	14	309	62^	176	131	49^	782	149	316	276	338	329	404	439	215	19v	21v	18v	44^	47^	54^	37^
144	75	QG	106	C	3.1	13	277	68^	151	117	54^	783	157	329	285	334	314	405	422	210	17v	21v	18v	45^	50^	60^	36^
SANTA BARBARA				A	4.7	15	413	102	126	106	150	839	241	447	340	399	404	334	267	108	21^	71^	52^	33^	37^	46^	24^
MON-FRI 3.00P	60	NBC	43	B	5.1	16	454	91	187	153	168	833	260	443	327	394	374	323	294	109	23^	101	64	32^	45^	45^	31^
198	98	DD	105	C	5.0	16	443	91	193	159	171	828	264	460	342	415	377	297	285	105	28^	106	70	31^	47^	45^	33^
3.00 - 3.30				A	4.6	15	406	100	122	104	141	835	241	445	345	402	401	332	268	109	15v	64^	48^	32^	38^	49^	21^
3.30 - 4.00				A	4.8	15	425	103	128	107	157	832	239	443	332	391	402	331	262	105	26^	78^	55^	34^	36^	43^	27^
SCRABBLE				A	4.4	16	393	62^	123	82^	70^	825	146	287	230	301	339	466	348	189	12v	26^	19v	32^	47^	58^	21v
MON-FRI 12.30P	30	NBC	44	B	4.8	15	425	52^	154	113	77	797	144	312	253	315	345	422	345	179	18^	35^	27^	50^	50^	58^	42^
157	84	QG	121	C	4.1	15	366	64^	147	113	76	801	165	321	260	312	319	428	359	187	21^	28^	26^	44^	51^	55^	39^
SUPER PASSWORD				A	3.4	13	301	50^	118	81^	61^	783	116	284	240	284	314	455	281	171	15v	21v	30^	29^	49^	60^	18v
MON-FRI 12.00N	30	NBC	44	B	3.9	13	342	69^	133	95	85	777	159	317	254	297	310	417	326	170	19v	40^	30^	51^	58^	73^	36^
159	72	QG	107	C	3.4	13	302	75^	122	90	83^	783	171	315	249	295	300	422	348	181	21v	33^	26^	47^	60^	68^	40^
WHEEL OF FORTUNE				A	5.7	24	507	53^	151	102	63^	816	130	282	235	301	347	468	328	165	11v	20^	21^	30^	42^	52^	20^
MON-FRI 11.00A	30	NBC	44	B	6.4	24	568	67	174	130	70	811	165	318	260	322	332	430	354	177	11v	24^	18^	44^	48	61	30^
207	99	QG	108	C	5.7	23	503	68	164	117	70	812	170	313	256	319	318	435	371	188	15^	24^	20^	39^	49^	58	30^
WHO'S THE BOSS? M-F				A	2.9	12	257	166	279	247	118^	708	319	505	393	430	318	165	289	56^	46^	44^	35^	71^	61^	96^	36^
MON-FRI 11.00A	30	ABC	44	B	3.7	14	329	129	251	224	142	690	314	497	388	423	294	158	306	60^	54^	71^	58^	106	97	111	91
156	79	CS	108	C	3.6	15	319	129	240	215	133	708	319	501	393	425	294	174	296	57^	45^	62^	47^	110	83	120	73^
WIN, LOSE OR DRAW				A	4.6	19	406	94	151	119	94	766	170	360	285	333	345	358	288	106	14v	29^	25^	45^	62^	84	23^
MON-FRI 11.30A	30	NBC	44	B	5.0	18	446	90	191	154	100	783	206	381	304	359	334	347	331	124	24^	46^	35^	55^	71	81	45^
184	89	QG	121	C	4.2	17	368	99	173	139	99	799	221	395	316	375	336	344	323	131	25^	37^	32^	51^	71	77	44^
YOUNG AND THE RESTLESS				A	8.2	29	727	128	220	189	120	907	279	474	363	416	376	380	266	112	11v	22^	16^	37^	55	67	26^
MON-FRI 12.30P	60	CBS	44	B	8.8	28	776	113	217	181	133	885	290	479	364	413	372	358	297	124	20^	33	29^	48	71	76	43
210	99	DD	111	C	8.1	28	715	105	204	165	130	872	281	463	349	401	362	356	286	124	18^	28^	27^	43	64	71	36
12.30 - 1.00				A	7.9	29	703	124	217	184	120	896	271	467	355	411	377	373	278	116	11v	21^	17^	36^	58	69	25^
1.00 - 1.30				A	8.4	29	746	131	223	194	120	921	288	484	372	422	377	387	255	108	11v	23^	15^	39^	52	65	26^

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	HOUSEHOLD AUDIENCES SH %	HOUSEHOLD AUDIENCES AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																												
ALF-SAT MORN					A	5.9	19	523	1524	171	452	378	66^	213	207	120^	87^	134	73^	651	330	321	262	390	203	187	179	211
SAT	10.00A	30	NBC	9	B	6.3	21	562	1497	136	391	326	87	240	215	107	109	135	80	651	341	310	267	384	215	169	185	199
	206	99	CA	16	C	6.2	22	552	1504	133	369	312	89	243	216	108	109	138	79	676	350	326	266	410	225	184	201	208
ALL NEW POUND PUPPIES					A	3.6	16	319	1409	52^	252	216	29v	196^	167^	67^	100^	134^	33v	795	384	411	367	427	193^	235	205	223
SAT	8.30A	30	ABC	5	B	3.2	15	284	1427	83^	250	206	43^	186	167	81^	86^	112^	54^	824	431	394	336	489	274	215	238	250
	207	98	CA	5	C	3.2	15	284	1427	83^	250	206	43^	186	167	81^	86^	112^	54^	824	431	394	336	489	274	215	238	250
ALVIN AND THE CHIPMUNKS					A	6.4	20	567	1435	156	397	344	54^	168	195	89^	106^	125	70^	674	353	322	288	386	183	203	196	190
SAT	10.30A	30	NBC	9	B	6.7	21	592	1528	156	388	323	86	230	223	87	136	134	89	687	323	363	287	400	194	206	188	212
	202	98	CA	25	C	6.4	22	563	1523	152	364	310	87	221	228	89	139	141	87	710	334	375	304	405	196	209	206	199
BUGS BUNNY & TWEETY SHOW					A	4.3	15	381	1446	117^	456	309	98^	285	172	86^	86^	103^	69^	533	310	223	215	318	176	142^	173	145^
SAT	11.00A	30	ABC	5	B	4.9	16	434	1514	134	413	324	113	306	219	131	88	124	95	576	341	235	257	319	184	134	197	122
	173	76	CA	5	C	4.9	16	434	1514	134	413	324	113	306	219	131	88	124	95	576	341	235	257	319	184	134	197	122
DENNIS THE MENACE					A	4.1	13	363	1526	124^	369	281	119^	214	158^	70^	88^	97^	61^	784	437	346	376	408	251	157^	212	196
SAT	11.30A	30	CBS	9	B	3.9	12	343	1617	146	370	287	93	265	243	113	130	144	99	739	407	332	347	392	229	163	192	200
	176	87	CA	9	C	3.9	12	343	1617	146	370	287	93	265	243	113	130	144	99	739	407	332	347	392	229	163	192	200
FLINTSTONE KIDS					A	3.2	11	284	1474	97^	429	242	89^	290	106^	56v	50v	67^	39v	650	361	288	256	394	159^	235	218^	176^
SAT	11.30A	30	ABC	4	B	3.9	13	346	1510	120	433	323	88^	278	204	100	105	136	68^	595	310	284	246	348	162	186	196	152
	156	73	CA	4	C	3.9	13	346	1510	120	433	323	88^	278	204	100	105	136	68^	595	310	284	246	348	162	186	196	152
FOOFUR					A	3.5	11	310	1337	112^	398	307	39v	215	121^	24v	97^	80^	40v	603	289	314	300	303	125^	178^	179^	125^
SAT	12.00N	30	NBC	8	B	3.3	10	289	1527	135	444	357	103	258	247	103	144	158	89^	579	285	294	286	293	143	149	153	140
	150	82	CA	23	C	3.3	11	296	1512	158	412	336	102	251	242	102	140	141	101	607	310	297	275	332	161	171	169	163
FRAGGLE ROCK					A	3.4	19	301	1314	69^	366	300	66^	189^	100^	39v	61^	54v	46v	660	339	321	242	418	224	194^	203^	215
SAT	8.00A	30	NBC	1	B	3.4	19	301	1314	69^	366	300	66^	189^	100^	39v	61^	54v	46v	660	339	321	242	418	224	194^	203^	215
	202	99	CA	1	C	3.4	19	301	1314	69^	366	300	66^	189^	100^	39v	61^	54v	46v	660	339	321	242	418	224	194^	203^	215
GALAXY HIGH SCHOOL					A	2.6	8	230	1608	137^	411	323	117^	203^	249^	127^	122^	121^	128^	745	377	368	302	443	250^	193^	221^	222^
SAT	12.30P	30	CBS	8	B	3.0	9	266	1646	173	423	318	123	305	269	133	136	147	122	650	366	284	279	371	226	145	163	208
	140	67	CA	8	C	3.0	9	266	1646	173	423	318	123	305	269	133	136	147	122	650	366	284	279	371	226	145	163	208
GUMMI BEARS					A	5.7	18	505	1475	181	422	344	40^	186	248	80^	167	156	92^	620	310	310	315	305	142	163	162	143
SAT	11.00A	30	NBC	1	B	5.7	18	505	1475	181	422	344	40^	186	248	80^	167	156	92^	620	310	310	315	305	142	163	162	143
	197	97	CA	1	C	5.7	18	505	1475	181	422	344	40^	186	248	80^	167	156	92^	620	310	310	315	305	142	163	162	143
HELLO KITTY					A	2.5	14	222	1197	48v	292	185^	34v	200^	74v	49v	25v	60v	14v	630	297	333	203^	427	203^	225^	240^	187^
SAT	8.00A	30	CBS	9	B	2.0	13	181	1333	79^	333	231	30v	281	76^	35v	41v	47^	29v	642	330	312	237	406	225	181	250	156^
	201	96	CA	24	C	2.0	13	173	1302	55^	296	202	37v	238	88^	55^	33v	55^	33v	680	343	336	231	448	235	213	273	175
I'M TELLING					A	2.6	8	230	1298	139^	401	307	79^	259^	203^	27v	176^	124^	79^	435	178^	257^	181^	254^	91^	162^	191^	63v
SAT	12.30P	30	NBC	8	B	2.6	8	234	1605	137	466	339	86^	278	290	106^	184	206	84^	571	284	287	215	356	190	165	191	165
	129	71	CA	23	C	2.7	9	235	1514	144	425	318	105^	252	266	99^	167	174	92^	571	292	279	213	358	185	173	179	179
LITTLE CLOWNS-HAPPYTOWN CONT'D					A	2.6	14	230	1349	65v	301	242^	37v	142^	139^	91^	48v	91^	48v	767	398	370	278	490	218^	272^	188^	301

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WEEKEND DAYTIME CHILDREN CONT'D																												
LITTLE CLOWNS-HAPPYTOWN-CONT'D																												
SAT 8.00A	30	ABC	5	B	2.1	13	190	1352	56^	297	240	44v	238	101^	62^	40v	58^	44v	716	394	322	242	474	262	212	216	258
202	97	CA	5	C	2.1	13	190	1352	56^	297	240	44v	238	101^	62^	40v	58^	44v	716	394	322	242	474	262	212	216	258
LITTLE WIZARDS				A	3.7	13	328	1486	54^	386	266	44v	214	102^	58^	44v	71^	30v	784	470	315	352	432	252	180^	217	215
SAT 9.30A	30	ABC	5	B	4.0	14	353	1497	88^	287	230	68^	228	175	90^	85^	108	66^	807	478	329	342	465	280	186	238	227
206	97	CA	5	C	4.0	14	353	1497	88^	287	230	68^	228	175	90^	85^	108	66^	807	478	329	342	465	280	186	238	227
MIGHTY MOUSE				A	4.5	14	399	1507	105^	416	333	50^	199	111^	76^	36v	92^	19v	780	395	386	417	364	201	163	204	159
SAT 10.30A	30	CBS	9	B	4.5	14	402	1530	104	361	290	66^	267	137	81	57^	95	42^	765	395	370	389	376	203	173	233	142
195	96	CA	21	C	4.3	15	381	1531	94	338	270	62^	240	142	77	65^	94	48^	811	444	367	391	420	236	184	253	166
MUPPET BABIES I				A	4.0	18	354	1355	35v	247	187	34v	135^	120^	94^	26v	95^	25v	853	444	410	319	534	284	250	292	243
SAT 8.30A	30	CBS	9	B	3.7	18	328	1391	56^	263	190	26^	170	102	64^	39^	77^	25^	856	472	384	288	568	337	231	342	226
204	96	CA	24	C	3.6	18	316	1399	48^	258	189	29^	178	98	58^	40^	73^	25^	865	463	402	305	559	311	248	334	225
MUPPET BABIES II				A	4.8	18	425	1492	46^	278	211	35v	127^	104^	67^	37v	86^	18v	984	550	434	435	549	326	223	330	219
SAT 9.00A	30	CBS	9	B	4.8	19	421	1465	62^	258	193	33^	161	102	54^	48^	73	29^	944	515	429	368	576	328	249	360	217
204	96	CA	24	C	4.5	19	402	1466	52^	256	195	36^	170	104	57^	47^	76	28^	936	495	442	363	573	308	265	341	233
MUPPET BABIES III				A	5.5	19	487	1501	57^	294	229	67^	171	118^	70^	47^	87^	31v	919	516	403	378	541	310	231	303	238
SAT 9.30A	30	CBS	9	B	5.3	19	467	1505	69	279	216	44^	185	104	58^	46^	74	30^	936	507	428	379	556	307	249	344	213
203	96	CA	24	C	5.0	19	440	1506	62	269	213	41^	185	112	59	52^	79	33^	940	509	431	383	558	303	254	333	225
MY PET MONSTER				A	3.8	14	337	1372	33v	312	244	17v	212	95^	48v	46v	82^	13v	754	434	320	300	453	271	182^	221	232
SAT 9.00A	30	ABC	9	B	3.5	14	312	1452	72^	251	204	42^	208	139	63^	76^	99	40^	854	467	387	319	535	303	232	272	264
208	98	CA	23	C	3.4	14	300	1474	72^	266	224	56^	198	165	83^	82^	114	51^	844	439	405	314	530	294	236	265	264
NEW ARCHIES				A	4.8	15	425	1502	187	444	357	48^	246	196	71^	125^	119^	77^	617	270	347	298	319	132^	187	164	154
SAT 11.30A	30	NBC	8	B	4.4	14	390	1557	172	421	350	91	214	245	113	132	137	108	678	302	376	317	361	170	191	172	188
180	90	CA	23	C	4.5	15	395	1521	174	373	314	99	211	264	114	150	149	114	673	323	350	298	375	190	185	182	193
PEE WEE'S PLAYHOUSE				A	7.0	23	620	1548	90^	342	283	57^	168	150	72^	78^	127	22v	889	481	408	436	453	235	218	275	179
SAT 10.00A	30	CBS	9	B	6.4	21	567	1550	92	321	265	47^	228	112	49^	63	80	33^	888	443	445	426	462	227	235	292	170
208	99	CL	24	C	6.1	22	544	1553	91	305	252	51	225	131	52	79	87	44^	892	464	429	405	487	248	239	297	190
POPEYE & SON				A	4.5	14	399	1445	118^	331	255	109^	189	169	111^	59^	95^	74^	755	432	323	344	411	251	160	222	188
SAT 11.00A	30	CBS	9	B	4.3	14	384	1542	119	336	262	84	239	195	99	96	124	71^	772	411	361	348	424	243	182	219	205
187	91	CA	21	C	4.1	14	363	1562	115	343	269	81	238	200	98	102	124	76	780	438	342	350	430	248	182	231	199
REAL GHOSTBUSTERS I(B)				A	4.2	13	372	1554	120^	436	326	110^	250	152^	107^	45^	69^	83^	717	417	300	280	437	258	180	211	226
SAT 10.00A	30	ABC																									
190	82	CA																									
REAL GHOSTBUSTERS II(B)				A	4.8	15	425	1574	98^	383	294	117^	260	189	122^	67^	111^	78^	742	441	301	297	445	291	154	210	235
SAT 10.30A	30	ABC																									
190	82	CA																									
SMURFS I				A	4.4	20	390	1292	74^	355	298	61^	172	81^	35v	46^	53^	27v	684	390	295	235	450	264	185	238	211
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.22–28,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
SMURFS I-CONT'D																												
SAT	8.30A	30	NBC	9	B	4.4	22	390	1393	70^	330	269	50^	222	155	76	79	108	48^	686	392	294	266	421	245	176	220	200
	206	99	CA	25	C	4.3	22	377	1402	75	326	272	51^	212	162	84	79	111	52^	702	382	319	286	416	234	182	217	199
SMURFS II					A	6.2	23	549	1309	119	373	325	62^	175	133	89^	44^	89^	44^	629	325	303	232	397	216	181	205	192
SAT	9.00A	30	NBC	9	B	5.7	23	507	1396	101	362	303	67	232	159	81	78	105	55^	643	355	288	270	373	213	160	193	180
	206	99	CA	25	C	5.5	23	486	1411	100	347	292	68	230	172	85	87	114	58	662	361	301	284	378	214	163	200	177
SMURFS III					A	7.1	24	629	1409	150	405	350	74^	182	187	111	76^	110	76^	635	321	315	227	408	222	186	218	191
SAT	9.30A	30	NBC	9	B	6.7	24	593	1433	120	365	314	86	235	188	96	92	118	70	645	338	307	265	379	208	171	200	179
	206	99	CA	25	C	6.2	24	554	1441	118	359	310	82	234	188	94	94	120	68	659	346	313	280	379	206	173	202	178
TEEN WOLF					A	2.8	9	248	1647	175^	397	348	106^	164^	242^	132^	110^	105^	137^	844	438	406	314	530	306	224^	225^	305
SAT	12.00N	30	CBS	9	B	3.3	10	289	1665	171	408	324	110	298	264	128	135	151	113	696	367	329	317	379	224	155	179	201
	137	67	CA	9	C	3.3	10	289	1665	171	408	324	110	298	264	128	135	151	113	696	367	329	317	379	224	155	179	201

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																									
CBS NCAA BASKETBALL-SUN		A	4.9	13	434	1450	134^	392	186	369	159	864	127^	357	538	822	495	569	411	485	340	253	88^	59^	105^
SUN 2.30P 126 CBS	5	B	4.9	12	438	1474	187	435	254	403	222	785	91	346	537	748	500	569	446	515	332	179	136	88	118
203 98 SE	5	C	4.9	12	438	1474	187	435	254	403	222	785	91	346	537	748	500	569	446	515	332	179	136	88	118
SYRACUSE VS KENTUCKY																									
2.30 - 3.00		A	5.0	14	443	1459	144	407	204	377	150	869	158	394	570	812	512	585	412	485	325	226	87^	51^	96^
3.00 - 3.30		A	4.8	13	425	1467	149^	429	210	398	179	849	102^	364	536	811	497	575	433	511	331	236	91^	51^	98^
3.30 - 4.00		A	4.6	12	408	1418	131^	365	175	343	157	833	112^	350	520	801	489	558	409	478	323	243	96^	69^	124^
4.00 - 4.30		A	5.2	14	461	1426	116^	358	160	348	150	875	133^	333	525	833	483	557	392	467	359	276	84^	64^	109^
4.30 - 5.00		A	5.5	14	487	1421	101^	392	145	382	132	896	114^	262	475	861	441	507	362	429	383	354	61^	53^	72^
CBS NCAA BASKETBALL-SAT		A	3.8	11	337	1393	161^	446	234	416	205	751	128^	310	450	706	404	495	322	413	316	210	76^	47v	120^
SAT 2.00P 140 CBS	8	B	3.8	10	336	1412	150	420	225	396	204	746	110	316	467	694	414	476	356	418	297	217	114	79^	132
205 99 SE	10	C	3.9	11	345	1416	143	407	212	387	197	750	103	302	466	702	417	478	363	424	313	224	123	83	137
MICHIGAN VS IOWA																									
2.00 - 2.30		A	3.2	9	284	1368	133^	434	222^	402	193^	691	134^	279	397	636	341	435	263	356	297	201^	98^	50v	145^
2.30 - 3.00		A	3.4	10	301	1438	170^	475	235	433	207^	754	126^	284	432	694	372	471	306	405	352	223	83^	49v	127^
3.00 - 3.30		A	3.6	10	319	1413	175^	470	249	451	225	764	101^	328	479	731	447	545	379	477	324	186^	56^	41v	122^
3.30 - 4.00		A	4.1	11	363	1393	158^	436	243	408	206	781	150^	340	485	735	439	528	334	424	315	207	71^	46^	106^
4.00 - 4.30		A	4.8	13	425	1451	179	447	235	415	204	811	135^	332	477	773	440	519	342	421	314	254	83^	53^	110^
LA OPEN-NISSAN-SAT(S)		A	3.0	8	266	1349	123^	505	144^	493	123^	771	77^	227^	342	748	319	361	265	306	296	387	47v	43v	25v
SAT 4.20P 100 CBS																									
174 88 SE																									
4.00 - 4.30		A	2.7	7	239	1381	158^	475	171^	453	160^	818	113^	286	400	790	372	432	287	348	297	357	48v	48v	40v
4.30 - 5.00		A	2.8	7	248	1310	127^	437	146^	421	119^	791	83^	259	383	767	360	395	300	335	280	372	49v	47v	34v
5.00 - 5.30		A	3.1	8	275	1322	124^	511	142^	503	123^	749	69^	215^	316	722	289	326	247	284	290	396	50v	47v	12v
5.30 - 6.00		A	3.2	8	284	1399	110^	569	136^	559	117^	761	70^	194^	315	745	299	344	245	290	316	402	42v	33v	27v
LA OPEN-NISSAN-SUN(S)		A	3.4	8	301	1422	87^	510	141^	506	137^	854	39v	178^	311	845	301	367	272	338	293	477	14v	14v	43v
SUN 4.36P 84 CBS																									
197 97 SE																									
4.30 - 5.00		A	3.3	9	292	1446	126^	486	163^	469	151^	879	70^	199^	367	870	358	422	297	361	329	448	23v	22v	59^
5.00 - 5.30		A	3.3	8	292	1433	85^	481	137^	480	142^	891	37v	177^	319	877	305	380	282	357	313	497	20v	20v	41v
5.30 - 6.00		A	3.5	8	310	1425	62^	568	131^	568	126^	821	18v	168^	268	814	262	323	250	311	254	492	<<	2v	34v
NBA ON CBS		A	5.5	16	487	1362	177	402	243	372	214	725	110^	351	499	672	446	520	389	463	286	152	95^	61^	141
SUN 12.00N 150 CBS	5	B	6.4	16	564	1471	184	422	262	394	241	789	103	374	544	745	500	574	441	515	323	172	131	99	129
201 99 SE	5	C	6.4	16	564	1471	184	422	262	394	241	789	103	374	544	745	500	574	441	515	323	172	131	99	129
BOSTON VS DETROIT																									
12.00 - 12.30		A	3.8	12	337	1290	203	457	223	449	228	642	51^	277	397	621	376	449	346	419	261	172^	62^	50^	130^
12.30 - 1.00		A	5.0	15	443	1307	195	408	254	378	236	706	96^	358	508	656	459	524	412	477	272	133^	62^	50^	131^

CONT'D

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
NBA ON CBS-CONT'D																									
1.00 - 1.30		A	5.7	17	505	1369	177	393	249	358	207	731	123^	365	524	662	455	537	401	482	297	125^	100^	74^	145
1.30 - 2.00		A	6.5	18	576	1389	161	396	251	361	209	727	118	347	495	667	436	515	377	457	298	152	121	70^	145
2.00 - 2.30		A	6.5	18	576	1415	163	377	231	346	200	784	136	380	533	729	479	549	396	467	291	180	108^	55^	146
NBC COLLEGE BSKBL SAT		A	2.0	5	177	1551	184^	501	295^	467	261^	770	187^	339^	510	673	413	487	323^	397	315^	186^	141^	106^	140^
SAT 4.00P 118 NBC	8	B	3.0	8	269	1469	176	455	238	443	225	765	124	322	494	703	431	492	369	430	321	211	113	71^	136
153 83 SE	9	C	3.1	8	271	1448	178	449	233	438	223	751	114	301	469	696	414	474	356	416	319	221	110	71^	138
DEPAUL VS MIAMI																									
4.00 - 4.30		A	1.6	4	142	1234	131^	459	231^	423^	212^	540	140^	238^	348^	479	287^	354^	207^	274^	243^	125^	157^	131^	79v
4.30 - 5.00		A	2.1	5	186	1557	210^	460	289^	437	276^	768	182^	348	499	660	391	467	317^	393	318^	192^	148^	124^	181^
5.00 - 5.30		A	2.3	6	204	1623	197^	507	315	477	266^	806	199^	355	528	705	426	498	328	400	312	207^	133^	90^	177^
5.30 - 6.00		A	2.2	5	195	1570	166^	524	301^	476	257^	840	196^	362	581	742	482	555	385	458	342	187^	116^	75v	90^
NBC COLLEGE BSKBL SUN		A	3.0	8	266	1495	226^	496	260	473	247	787	133^	326	512	747	471	537	379	445	340	209^	69^	42v	143^
SUN 4.00P 125 NBC	6	B	4.1	10	366	1497	189	456	219	437	205	822	112	311	491	770	438	514	378	454	372	256	114	72^	105
172 91 SE	6	C	4.1	10	366	1497	189	456	219	437	205	822	112	311	491	770	438	514	378	454	372	256	114	72^	105
DUKE VS GEORGIA TECH																									
4.00 - 4.30		A	1.8	5	159	1461	236^	495	319^	452	287^	631	77v	206^	378^	606	353^	418	302^	366^	325^	188^	94v	22v	241^
4.30 - 5.00		A	2.7	7	239	1412	170^	425	213^	414	223^	793	112^	297	470	745	421	489	358	425	352	256^	44v	26v	148^
5.00 - 5.30		A	3.2	8	284	1450	189^	455	221^	451	200^	792	153^	359	531	751	490	545	378	433	313	206^	49v	29v	153^
5.30 - 6.00		A	4.0	9	354	1571	280	552	293	515	275	837	151^	371	577	799	539	612	425	498	354	187	83^	64^	99^
6.00 - 6.30		A	5.2	11	461	1533	243	577	259	542	267	781	145	314	507	728	455	521	362	428	340	207	102^	75^	72^
SPORTSWORLD SPCL. EDITION(S)		A	2.6	7	230	1567	196^	482	329	461	273^	705	105^	287	477	671	442	516	372	446	329	155^	166^	89^	213^
SUN 2.00P 120 NBC																									
176 90 SA																									
2.00 - 2.30		A	2.0	6	177	1470	175^	484	324^	452	307^	695	103^	258^	461	657	422	500	358^	435	314^	157^	125^	51v	166^
2.30 - 3.00		A	2.3	7	204	1650	190^	493	323	472	293^	788	86^	287^	528	744	484	576	442	534	387	168^	171^	91^	198^
3.00 - 3.30		A	2.8	8	248	1629	193^	478	330	460	235^	712	92^	279	479	681	448	518	386	457	352	163^	188^	119^	250^
3.30 - 4.00		A	3.2	9	284	1562	216^	493	348	475	280	668	134^	321	464	638	434	497	330	393	285	141^	173^	87^	228
WNTR OLYMS-SAT-12:00PM-3(S)		A	8.5	24	753	1440	238	645	373	630	366	527	46^	168	323	513	309	358	276	325	279	155	113	66^	155
SAT 12.00N 360 ABC																									
219 99 SE																									
12.00 - 12.30		A	5.4	17	478	1369	229	577	331	561	318	483	74^	202	347	465	329	348	273	292	203	117^	91^	54^	218
12.30 - 1.00		A	7.0	21	620	1457	225	618	348	601	324	556	78^	201	360	528	331	374	282	324	261	154	92^	62^	191
1.00 - 1.30		A	8.2	24	727	1418	220	614	354	592	333	512	46^	169	316	500	304	347	270	312	267	154	120	73^	171
1.30 - 2.00		A	8.9	26	789	1488	226	649	391	632	376	527	35^	177	334	518	325	372	299	346	275	146	135	76^	176
2.00 - 2.30		A	9.8	28	868	1485	246	625	388	608	371	559	41^	180	372	543	356	405	330	380	310	138	144	81	157
2.30 - 3.00		A	10.2	29	904	1446	246	637	379	618	356	538	39^	176	324	528	313	371	285	342	289	157	131	63^	140
CONT'D																									

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																								
WNTR OLYMS-SAT-12:00PM-3-CONT'D	A	8.4	24	744	1389	229	635	356	614	347	533	52^	171	308	509	285	339	256	311	282	170	103	60^	119
3.00 - 3.30	A	8.4	23	744	1437	220	632	345	618	367	540	58^	199	343	523	326	375	286	335	276	148	123	71^	143
3.30 - 4.00	A	9.0	24	797	1444	233	664	373	650	381	511	48^	154	311	501	301	348	263	311	289	153	123	74^	146
4.00 - 4.30	A	9.1	24	806	1409	256	661	384	646	379	502	30^	138	305	495	299	351	275	328	297	144	93	56^	154
4.30 - 5.00	A	8.6	22	762	1427	254	684	402	681	420	506	34^	146	295	499	288	338	260	310	269	161	90	55^	148
5.00 - 5.30	A	9.2	22	815	1439	251	696	385	685	384	526	40^	124	264	513	252	312	224	284	279	201	89	59^	129
5.30 - 6.00	A	9.4	25	833	1543	245	693	358	671	367	615	65^	192	368	585	338	400	303	364	312	186	117	75^	118
WNTR OLYMS-SUN-12:00PM-3(S)																								
SUN 12.00N 390 ABC 219 99 SE																								
12.00 - 12.30	A	5.1	16	452	1472	285	657	365	656	387	632	34v	165	399	615	382	422	365	406	342	193	80^	57^	103^
12.30 - 1.00	A	6.9	20	611	1563	240	684	355	676	373	656	52^	213	414	621	379	426	362	409	312	195	117	60^	105
1.00 - 1.30	A	7.2	21	638	1497	232	656	327	656	337	620	45^	191	397	594	370	423	351	404	324	171	122	81^	97^
1.30 - 2.00	A	7.7	22	682	1540	209	657	338	641	341	645	45^	189	402	626	382	444	357	419	345	181	127	88^	112
2.00 - 2.30	A	8.6	24	762	1550	200	683	353	666	354	607	47^	176	382	582	357	414	334	392	331	167	124	77^	137
2.30 - 3.00	A	8.8	25	780	1551	207	676	326	656	348	624	62^	192	394	599	370	432	333	395	333	167	110	64^	141
3.00 - 3.30	A	9.4	26	833	1523	224	663	325	642	341	602	74^	191	363	570	332	378	289	335	291	192	110	63^	149
3.30 - 4.00	A	9.8	26	868	1504	215	671	328	643	335	612	72^	195	363	581	332	379	291	338	292	202	109	63^	111
4.00 - 4.30	A	9.8	26	868	1511	224	669	325	640	329	583	82	206	345	540	302	353	262	314	258	187	141	88	118
4.30 - 5.00	A	10.7	28	948	1511	247	685	356	657	356	567	69	185	321	538	292	357	252	317	277	181	127	87	131
5.00 - 5.30	A	12.4	31	1099	1549	257	714	377	679	369	599	77	198	343	565	309	384	266	341	300	181	123	80	115
5.30 - 6.00	A	13.2	31	1170	1559	285	737	397	707	405	609	67	174	329	578	298	375	262	339	321	203	114	77	99
6.00 - 6.30	A	13.1	27	1161	1594	303	744	413	720	434	641	80	204	384	611	353	432	304	382	341	179	104	73	105

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY / TIME	#STNS	DUR	CVG%	NET	TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21+	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																														
BUSINESS WORLD(B) SUN 9.30A	54	30	49	ABC	N		A	0.5^	2^	44^	1133^	283v	624^	198v	231v	624^	151v	219v	168v	327v	464^	189v	267v	462^	264v	264v	333v	275v	128v	<<
FACE THE NATION SUN 10.30A	124	30	82	CBS	CC	9/23	A	2.2	7	195	1233	283^	660	58v	154^	660	124^	180^	323^	449	556	80v	243^	556	243^	237^	297^	268^	254^	14v
							B	2.5	7	219	1288	207	661	108^	232	656	206	234	306	400	575	111^	273	566	264	255	297	274	260	12v
							C	2.5	8	223	1308	204	659	103^	223	650	195	233	292	398	575	116	254	565	244	222	260	249	283	24v
MEET THE PRESS SUN 9.30A	148	30	90	NBC	CC	9/23	A	2.2	8	195	1259	72v	588	104^	158^	570	105^	137^	227^	398	632	156^	304^	596	267^	239^	281^	278^	287^	14v
							B	2.2	8	196	1322	206	658	157	247	644	197	231	243	376	550	146	247	533	231	207	258	228	251	39^
							C	2.0	7	175	1319	207	666	151	242	655	202	249	258	377	532	147	248	513	230	210	259	236	235	39^
SUNDAY MORNING SUN 9.00A	177	90	95	CBS	N	9/23	A	3.7	14	328	1373	273	639	78^	230	638	202	243	359	368	643	138^	343	632	331	310	377	346	233	15v
							B	4.1	16	363	1333	219	659	110	244	655	226	269	333	371	593	121	283	587	277	255	305	317	261	21^
							C	4.1	16	365	1324	213	656	112	233	652	212	263	306	372	576	116	268	571	264	240	287	301	260	21^
9.00 - 9.30							A	3.3	14	292	1374	270	683	78^	237	683	212^	251	376	408	604	130^	296	591	283	278	342	294	243	8v
9.30 - 10.00							A	4.0	15	354	1329	265	624	61^	202	624	181	220	352	383	646	135^	325	635	314	287	362	345	245	6v
10.00 - 10.30							A	4.0	14	354	1348	269	586	91^	240	583	204	249	335	302	642	142^	382	631	371	344	402	372	201	28v
SUNDAY TODAY							A	2.3	11	204	1142	157^	542	197^	250^	537	191^	212^	193^	271^	505	173^	260^	470	226^	206^	268^	236^	182^	22v
SUN 8.00A	126	90	89	NBC	N	9/24	B	1.9	10	170	1206	187	547	131^	233	532	192	222	230	284	535	170	292	522	279	246	294	255	194	32v
							C	1.7	9	152	1246	209	579	147^	247	567	212	263	258	280	528	164^	278	520	270	234	292	261	192	36v
8.00 - 8.30							A	1.8	11	159	1138	185^	576	224^	246^	572	196^	217^	193^	310^	493	160^	242^	447	196^	180^	229^	263^	202^	15v
8.30 - 9.00							A	2.4	11	213	1141	136^	511	200^	240^	502	177^	200^	170^	247^	520	197^	280^	474	234^	202^	270^	220^	172^	32v
9.00 - 9.30							A	2.6	10	230	1190	162^	567	182^	272^	566	206^	226^	221^	276^	518	165^	265^	501	247^	236^	304	240^	185^	19v
THIS WEEK-DAVID BRINKLEY(B) SUN 11.00A	60	60	56	ABC	N		A	1.7	6	151	1349	249^	804	176^	242^	791	228^	260^	204^	530	534	153^	285^	532	283^	283^	292^	164^	239^	<<
11.00 - 11.30							A	1.5	5	133	1323	230^	773	143^	206^	761	195^	240^	197^	521	540	147^	280^	536	276^	276^	297^	173^	239^	<<
11.30 - 12.00							A	1.9	6	168	1370	264^	829	201^	270^	814	254^	276^	210^	537	529	157^	289^	528	289^	289^	289^	158^	240^	<<

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. FEB.22, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.5	64.6	64.7	66.0	67.4	69.0	69.3	70.4	70.8	71.4	69.9	69.1	67.0	65.1	63.5	59.9
ABC TV					← WNTR OLYMS-MON-8:00PM-3 (PAE) →											
AVERAGE AUDIENCE (Hhlds (000))					18,870											
AVERAGE AUDIENCE (%)					21.3	18.8 *		20.7 *		21.6 *		22.6 *		22.6 *		21.4 *
SHARE AUDIENCE %					31	28 *		30 *		30 *		33 *		34 *		35 *
AVG. AUD. BY 1/4 HR %					18.1	19.4	20.2	21.3	21.8	21.4	22.2	23.0	22.9	22.3	22.8	20.0
CBS TV					KATE & ALLIE		DESIGNING WOMEN		NEWHART		FRANK'S PLACE (PAE)		← WISEGUY →			
AVERAGE AUDIENCE (Hhlds (000))					11,780		12,140		14,000		10,900		10,190			
AVERAGE AUDIENCE (%)					13.3		13.7		15.8		12.3		11.5	11.2 *		11.7 *
SHARE AUDIENCE %					20		20		22		18		18	17 *		19 *
AVG. AUD. BY 1/4 HR %					13.4	13.3	13.8	13.7	15.4	16.2	12.6	12.0	11.0	11.4	11.8	11.7
NBC TV					ALF		VALERIE'S FAMILY		← J.CLAVELL'S NOBLE HOUSE-2 →							
AVERAGE AUDIENCE (Hhlds (000))					16,130		14,180		14,090							
AVERAGE AUDIENCE (%)					18.2		16.0		15.9	15.6 *		16.1 *		16.4 *		15.4 *
SHARE AUDIENCE %					27		23		24	22 *		23 *		25 *		25 *
AVG. AUD. BY 1/4 HR %					17.6	18.7	15.6	16.4	15.5	15.7	16.0	16.1	16.6	16.2	15.5	15.3
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	17.3		15.6		12.7		13.6		14.1		15.0		12.2		10.1	
SHARE AUDIENCE %	27		24		19		19		20		22		18		16	
SUPERSTATIONS AVERAGE AUDIENCE	4.7		3.6		2.8		3.0		2.9		3.7		3.2		2.8	
SHARE AUDIENCE %	7		6		4		4		4		5		5		5	
PBS AVERAGE AUDIENCE	1.8		2.2		2.3		2.8		1.8		1.8		1.8		1.6	
SHARE AUDIENCE %	3		3		3		4		3		3		3		3	
CABLE ORIG. AVERAGE AUDIENCE	5.4		6.2		5.3		5.6		6.9		7.1		6.4		5.3	
SHARE AUDIENCE %	8		9		8		8		10		10		10		9	
PAY SERVICES AVERAGE AUDIENCE	1.8		2.0		3.4		4.0		4.2		3.5		3.6		3.5	
SHARE AUDIENCE %	3		3		5		6		6		5		5		6	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.23, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	61.0	62.5	64.0	65.8	66.1	68.1	69.4	71.0	70.4	70.8	70.7	69.6	66.6	65.2	63.2	59.2
ABC TV					← WNTR OLYMS-TUE-8:00PM-3 (PAE) →											
AVERAGE AUDIENCE (Hhlds (000))					20,820											
AVERAGE AUDIENCE (%)					23.5	19.6 *		21.4 *		24.6 *		25.6 *		26.1 *		23.5 *
SHARE AUDIENCE %					35	29 *		30 *		35 *		37 *		40 *		38 *
AVG. AUD. BY 1/4 HR %					19.2	20.1	20.8	22.1	24.4	24.8	25.6	25.6	26.1	26.1	25.1	22.0
CBS TV					GARFIELD IN PARADISE (R)		SHE'S A GOOD SKATE-C.BRWN (R)		← JAKE AND THE FATMAN (PAE) →				← CAGNEY & LACEY →			
AVERAGE AUDIENCE (Hhlds (000))					8,860		9,210		10,990				10,010			
AVERAGE AUDIENCE (%)					10.0		10.4		12.4	12.3 *		12.4 *	11.3	11.4 *		11.1 *
SHARE AUDIENCE %					15		15		18	17 *		18 *	18	17 *		18 *
AVG. AUD. BY 1/4 HR %					9.6	10.5	10.1	10.7	12.2	12.4	12.6	12.3	11.2	11.6	11.4	10.8
NBC TV					← MATLOCK →				← J.CLAVELL'S NOBLE HOUSE-3 →							
AVERAGE AUDIENCE (Hhlds (000))					16,750				13,380							
AVERAGE AUDIENCE (%)					18.9	17.9 *		19.8 *	15.1	15.2 *		14.8 *		15.5 *		14.9 *
SHARE AUDIENCE %					28	27 *		28 *	23	22 *		21 *		24 *		24 *
AVG. AUD. BY 1/4 HR %					17.5	18.4	19.8	19.9	15.3	15.1	14.5	15.0	15.9	15.1	14.8	14.9

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	16.2	16.1	14.4	14.8	14.9	14.1	10.9	9.3
SHARE AUDIENCE %	26	25	21	21	21	20	17	15
SUPERSTATIONS								
AVERAGE AUDIENCE	4.0	4.0	3.9	4.1	4.0	3.8	2.9	2.5
SHARE AUDIENCE %	6	6	6	6	6	5	4	4
PBS								
AVERAGE AUDIENCE	1.7	2.1	2.9	2.8	3.1	3.6	2.0	2.0
SHARE AUDIENCE %	3	3	4	4	4	5	3	3
CABLE ORIG.								
AVERAGE AUDIENCE	5.7	6.8	6.0	5.4	5.7	5.2	5.2	4.7
SHARE AUDIENCE %	9	10	9	8	8	7	8	8
PAY SERVICES								
AVERAGE AUDIENCE	2.0	1.9	2.9	3.0	3.1	3.3	3.0	3.1
SHARE AUDIENCE %	3	3	4	4	4	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. FEB.24, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	59.1	60.9	61.8	63.4	63.5	65.7	66.4	67.4	69.2	69.6	69.8	69.1	67.1	65.5	60.3	57.5
ABC TV					PRES. REAGAN'S NEWS CONF (SUS)(PAE)		WNTR OLYMS-WED-8:00PM-3 (8:34-11:00)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)							16,660 18.8	17.3 *		19.1 *		19.6 *		19.1 *		18.7 *
SHARE AUDIENCE %							28	26 *		28 *		28 *		28 *		31 *
AVG. AUD. BY 1/4 HR %							16.2	18.1	19.0	19.1	19.9	19.2	18.3	19.8	19.2	18.2
CBS TV					REAGAN NEWS CONF-CBS (SUS)(PAE)		SPECIAL MOVIE PRSNT-WED WIZARD OF OZ (8:35-10:35)(R)(PAE)								EQUALIZER (10:35-11:35)(PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)							14,350 16.2	14.7 *		16.5 *		16.6 *		17.1 *	8,240 9.3	9.0 *
SHARE AUDIENCE %							24	22 *		24 *		24 *		25 *	17	15 *
AVG. AUD. BY 1/4 HR %							13.6	15.5	16.7	16.4	16.5	16.7	17.2	17.0	9.4	8.7
NBC TV					REAGAN NEWS CONF-NBC (SUS)(PAE)		HIGHWAY TO HEAVEN (8:35-9:35)(PAE)				J.CLAVELL'S NOBLE HOUSE-4 (9:35-11:35)(PAE)					
AVERAGE AUDIENCE (Hhlds (000) & %)							12,400 14.0	11.7 *		15.6 *	14,440 16.3	15.9 *		16.4 *		16.5 *
SHARE AUDIENCE %							21	17 *		23 *	26	23 *		24 *		27 *
AVG. AUD. BY 1/4 HR %							11.0	12.1	15.4	15.8	15.7	16.1	16.6	16.1	16.3	16.8

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	16.3	15.4	18.3	17.5	15.2	15.4	13.7	11.9
SHARE AUDIENCE %	27	25	28	26	22	22	21	20
SUPERSTATIONS AVERAGE AUDIENCE	4.6	4.1	5.3	5.1	4.5	4.6	4.4	3.3
SHARE AUDIENCE %	8	7	8	8	6	7	7	6
PBS AVERAGE AUDIENCE	1.7	1.8	3.6	2.4	1.8	1.9	2.0	1.6
SHARE AUDIENCE %	3	3	6	4	3	3	3	3
CABLE ORIG. AVERAGE AUDIENCE	5.5	6.3	7.4	7.1	6.3	6.5	6.2	6.2
SHARE AUDIENCE %	9	10	11	11	9	9	9	11
PAY SERVICES AVERAGE AUDIENCE	1.6	1.8	3.5	3.0	3.1	2.9	3.3	2.1
SHARE AUDIENCE %	3	3	5	4	4	4	5	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. FEB.25, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	60.6	62.6	63.5	64.4	66.8	68.4	68.9	68.9	68.4	69.0	69.0	69.5	67.3	66.2	63.9	61.5
ABC TV					←WNTR OLYMS-THU-8:00PM-3 (8:00-11:04)(PAE)→											
AVERAGE AUDIENCE (Hhlds (000))					17,990											
AVERAGE AUDIENCE (%)					20.3	14.9 *		18.5 *		19.5 *		21.6 *		23.6 *		24.2 *
SHARE AUDIENCE %					30	22 *		27 *		28 *		31 *		35 *		39 *
AVG. AUD. BY 1/4 HR %					14.7	15.0	18.3	18.8	19.5	19.5	21.3	21.9	22.9	24.2	24.8	23.6
CBS TV					←TOUR OF DUTY→				←SIMON & SIMON (PAE)→				←KNOTS LANDING→			
AVERAGE AUDIENCE (Hhlds (000))					11,430				11,250				13,470			
AVERAGE AUDIENCE (%)					12.9	11.8 *		14.0 *	12.7	12.4 *		13.1 *	15.2	15.2 *		15.2 *
SHARE AUDIENCE %					19	17 *		20 *	18	18 *		19 *	23	23 *		24 *
AVG. AUD. BY 1/4 HR %					11.6	12.0	14.0	14.0	12.3	12.6	12.8	13.3	15.0	15.3	15.3	15.0
NBC TV					BILL COSBY SHOW		A DIFFERENT WORLD		CHEERS		NIGHT COURT		←L.A. LAW→			
AVERAGE AUDIENCE (Hhlds (000))					21,970		18,870		18,070		16,750		13,470			
AVERAGE AUDIENCE (%)					24.8		21.3		20.4		18.9		15.2	16.0 *		14.5 *
SHARE AUDIENCE %					37		31		30		27		23	24 *		23 *
AVG. AUD. BY 1/4 HR %					23.7	25.9	21.5	21.2	20.2	20.5	18.6	19.1	16.4	15.5	14.7	14.3

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	15.8	14.9	12.8	12.9	14.0	14.0	11.3	9.3
SHARE AUDIENCE %	26	23	19	19	20	20	17	15
SUPERSTATIONS								
AVERAGE AUDIENCE	4.5	3.6	3.6	4.0	4.5	4.6	3.3	2.8
SHARE AUDIENCE %	7	6	5	6	7	7	5	4
PBS								
AVERAGE AUDIENCE	1.3	2.0	2.3	2.0	1.8	1.7	1.2	0.9
SHARE AUDIENCE %	2	3	3	3	3	2	2	1
CABLE ORIG.								
AVERAGE AUDIENCE	6.6	6.6	5.5	5.6	5.4	4.7	4.4	3.6
SHARE AUDIENCE %	11	10	8	8	8	7	7	6
PAY SERVICES								
AVERAGE AUDIENCE	1.8	2.0	1.8	1.8	2.7	2.5	3.3	2.8
SHARE AUDIENCE %	3	3	3	3	4	4	5	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. FEB.26, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.3	54.7	55.3	56.3	57.1	59.3	59.5	60.5	60.8	61.1	61.4	61.0	57.8	57.1	56.1	54.6
ABC TV					←WNTR OLYMS-FRI-8:00PM-3 (PAE)→											
AVERAGE AUDIENCE (Hhlds (000))					12,850											
AVERAGE AUDIENCE (%)					14.5	13.9 *		14.6 *		13.8 *		14.3 *		15.2 *		15.0 *
SHARE AUDIENCE %					25	24 *		24 *		23 *		23 *		26 *		27 *
AVG. AUD. BY 1/4 HR %					13.3	14.5	14.6	14.6	14.0	13.6	14.4	14.1	15.3	15.2	15.2	14.9
CBS TV					←BEAUTY & THE BEAST→				←DALLAS (PAE)→				←FALCON CREST→			
AVERAGE AUDIENCE (Hhlds (000))					11,610				14,710				12,230			
AVERAGE AUDIENCE (%)					13.1	12.8 *		13.4 *	16.6	16.3 *		16.8 *	13.8	14.0 *		13.6 *
SHARE AUDIENCE %					22	22 *		22 *	27	27 *		27 *	24	24 *		25 *
AVG. AUD. BY 1/4 HR %					12.8	12.7	13.0	13.8	15.9	16.8	16.9	16.7	14.1	13.9	13.8	13.5
NBC TV					FRIDAY NIGHT SURPRISE				←MIAMI VICE→				←SONNY SPOON→			
AVERAGE AUDIENCE (Hhlds (000))					11,870				11,250				10,100			
AVERAGE AUDIENCE (%)					13.4	12.8 *		13.9 *	12.7	12.6 *		12.9 *	11.4	11.4 *		11.3 *
SHARE AUDIENCE %					23	22 *		23 *	21	21 *		21 *	20	20 *		20 *
AVG. AUD. BY 1/4 HR %					12.3	13.3	13.8	14.0	12.4	12.8	12.8	13.0	11.5	11.3	11.3	11.4
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	14.3		13.7		12.4		12.8		13.5		13.5		11.0		9.7	
SHARE AUDIENCE %	26		25		21		21		22		22		19		18	
SUPERSTATIONS																
AVERAGE AUDIENCE	3.8		3.5		3.3		3.4		3.6		3.7		2.8		2.6	
SHARE AUDIENCE %	7		6		6		6		6		6		5		5	
PBS																
AVERAGE AUDIENCE	1.6		1.6		2.2		1.9		1.7		1.5		1.4		1.3	
SHARE AUDIENCE %	3		3		4		3		3		2		2		2	
CABLE ORIG.																
AVERAGE AUDIENCE	5.1		5.4		5.3		5.7		6.2		5.5		5.8		5.1	
SHARE AUDIENCE %	9		10		9		10		10		9		10		9	
PAY SERVICES																
AVERAGE AUDIENCE	1.7		1.7		2.9		3.0		3.1		3.0		3.6		4.0	
SHARE AUDIENCE %	3		3		5		5		5		5		6		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.9	52.9	53.5	54.5	61.4	63.1	63.1	63.6	64.0	64.4	64.7	64.5	63.6	63.2	62.9	62.2	57.5	50.7
ABC TV	← WNTR OLYMS-SAT-7:00PM-3 (7:00-11:18)(PAE) →																	
AVERAGE AUDIENCE (Hhlds (000))	23,390																	
AVERAGE AUDIENCE (%)	26.4	17.9 *		20.7 *		22.0 *		23.9 *		27.0 *		29.8 *		33.7 *		35.7 *		26.6 *
SHARE AUDIENCE %	43	32 *		36 *		35 *		38 *		42 *		46 *		53 *		57 *		47 *
AVG. AUD. BY 1/4 HR %	16.6	19.2	20.6	20.8	22.1	21.9	22.9	24.9	26.7	27.3	29.5	30.2	33.0	34.4	35.9	35.6	28.2	18.5
CBS TV					← HIGH MOUNTAIN RANGERS →				← HOUSTON KNIGHTS (PAE) →				← WEST 57TH →					
AVERAGE AUDIENCE (Hhlds (000))					8,240				6,650				4,870					
AVERAGE AUDIENCE (%)					9.3	8.9 *		9.7 *	7.5	7.2 *		7.7 *	5.5	5.8 *		5.3 *		
SHARE AUDIENCE %					15	14 *		15 *	12	11 *		12 *	9	9 *		8 *		
AVG. AUD. BY 1/4 HR %					8.6	9.2	10.0	9.5	7.2	7.2	7.9	7.5	5.9	5.7	5.3	5.2		
NBC TV					FACTS OF LIFE		227		GOLDEN GIRLS		AMEN		← J.J. STARBUCK →					
AVERAGE AUDIENCE (Hhlds (000))					13,290		13,560		16,130		12,490		10,990					
AVERAGE AUDIENCE (%)					15.0		15.3		18.2		14.1		12.4	12.9 *		12.0 *		
SHARE AUDIENCE %					24		24		28		22		20	20 *		19 *		
AVG. AUD. BY 1/4 HR %					13.8	16.1	15.1	15.5	18.2	18.3	14.3	14.0	13.2	12.6	12.1	11.9		
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	13.8		13.0		9.6		9.4		9.1		9.1		7.9		6.3		8.1	
SHARE AUDIENCE %	27		24		15		15		14		14		12		10		15	
SUPERSTATIONS AVERAGE AUDIENCE	3.2		2.8		2.5		2.5		2.7		2.8		2.2		1.3		1.8	
SHARE AUDIENCE %	6		5		4		4		4		4		3		2		3	
PBS AVERAGE AUDIENCE	2.3		2.7		3.0		2.6		1.6		1.7		1.5		1.2		1.7	
SHARE AUDIENCE %	4		5		5		4		2		3		2		2		3	
CABLE ORIG. AVERAGE AUDIENCE	6.5		6.4		5.3		5.2		4.9		5.5		4.8		4.6		4.4	
SHARE AUDIENCE %	13		12		9		8		8		9		8		7		8	
PAY SERVICES AVERAGE AUDIENCE	3.1		3.3		3.9		3.5		3.1		2.6		2.6		2.5		3.4	
SHARE AUDIENCE %	6		6		6		6		5		4		4		4		6	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.27, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		44.2	40.3	37.1	33.7	30.1	27.4	25.1	22.8	20.8	19.2	17.1	15.5	14.0	13.1
ABC TV		(1)	WNTR OLYMS-SAT 11:30PM-3 (11:48-12:18)(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,860 2.1	7,090 8.0		7.4 *										
SHARE AUDIENCE	%	6	21		20 *										
AVG. AUD. BY 1/4 HR	%	2.1	8.8	7.6	6.0										
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)	{														
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV		←SATURDAY NIGHT→ (11:30-12:51)(PAE)					(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)	{	8,330 9.4	10.2 *		9.4 *										
SHARE AUDIENCE	%	26	24 *		27 *										
AVG. AUD. BY 1/4 HR	%	10.1	10.3	9.5	9.4	8.4									

	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS)							
AVERAGE AUDIENCE	8.8	8.4	7.1	6.9	5.8	5.0	3.9
SHARE AUDIENCE %	21	24	25	29	29	31	29
SUPERSTATIONS							
AVERAGE AUDIENCE	2.2	2.3	1.9	2.0	1.7	1.5	0.9
SHARE AUDIENCE %	5	6	7	8	9	9	7
PBS							
AVERAGE AUDIENCE	1.5	1.0	0.7 ^	0.5 ^	0.3 ^	0.2 ^	0.2 ^
SHARE AUDIENCE %	4	3	2 ^	2 ^	2 ^	1 ^	1 ^
CABLE ORIG.							
AVERAGE AUDIENCE	4.3	3.8	3.4	2.4	2.2	1.8	1.5
SHARE AUDIENCE %	10	11	12	10	11	11	11
PAY SERVICES							
AVERAGE AUDIENCE	3.4	3.7	3.5	3.6	3.4	2.9	2.6
SHARE AUDIENCE %	8	10	12	15	17	18	19

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SAT.,(PAE),ABC,(11:33-11:48)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 28, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	57.9	60.7	62.4	64.3	65.4	67.6	68.8	70.0	68.8	68.8	68.1	67.2	65.7	64.9	63.3	61.5	53.2	45.0

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
ABC TV	← WNTR OLYMS-SUN-7:00PM-3 (PAE) →																	
AVERAGE AUDIENCE (Hhlds (000) & %)	15,240 17.2	13.1 *		14.0 *		15.8 *		18.4 *		20.7 *		19.8 *		19.0 *		18.0 *		15.9 *
SHARE AUDIENCE %	27	22 *		22 *		24 *		27 *		30 *		29 *		29 *		29 *		32 *
AVG. AUD. BY 1/4 HR %	13.1	13.1	13.8	14.2	15.1	16.4	18.0	18.7	20.5	21.0	20.3	19.3	19.3	18.7	17.9	18.0	17.9	14.0
CBS TV	← 60 MINUTES →				← MURDER, SHE WROTE →				← CBS SUNDAY MOVIE BLUEGRASS, PART 1 (PAE) →								CBS SUNDAY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)	18,250 20.6	19.3 *		21.8 *	17,450 19.7	19.2 *		20.2 *	15,590 17.6	17.6 *		17.7 *		17.5 *		17.5 *	2,390 2.7	
SHARE AUDIENCE %	34	33 *		34 *	29	29 *		29 *	27	26 *		26 *		27 *		28 *	5	
AVG. AUD. BY 1/4 HR %	18.0	20.6	21.5	22.2	19.3	19.2	20.2	20.3	17.5	17.8	17.9	17.4	17.7	17.3	17.6	17.4	2.7	
NBC TV	← OUR HOUSE →				FAMILY TIES		MY TWO DADS		← NBC SUNDAY NIGHT MOVIE PERRY MASON: THE CASE OF THE AVENGING ACE →									
AVERAGE AUDIENCE (Hhlds (000) & %)	9,040 10.2	9.5 *		11.0 *	14,800 16.7		12,760 14.4		15,420 17.4	16.8 *		17.3 *		17.9 *		17.5 *		
SHARE AUDIENCE %	17	16 *		17 *	25		21		26	24 *		26 *		27 *		28 *		
AVG. AUD. BY 1/4 HR %	8.8	10.1	10.5	11.6	16.1	17.4	14.5	14.3	16.6	17.0	17.1	17.5	17.9	17.9	18.0	17.1		

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	13.7	13.8	11.8	12.8	11.3	10.9	8.6	7.2	5.1
SHARE AUDIENCE %	23	22	18	18	16	16	13	12	10
SUPERSTATIONS AVERAGE AUDIENCE	2.8	2.7	3.1	3.6	2.9	3.0	2.4	2.2	1.1
SHARE AUDIENCE %	5	4	5	5	4	4	4	4	2
PBS AVERAGE AUDIENCE	1.7	1.7	3.2	4.0	2.1	1.9	1.6	1.4	1.2
SHARE AUDIENCE %	3	3	5	6	3	3	2	2	2
CABLE ORIG. AVERAGE AUDIENCE	4.0	4.0	4.3	4.2	4.9	4.2	3.9	3.8	3.3
SHARE AUDIENCE %	7	6	6	6	7	6	6	6	7
PAY SERVICES AVERAGE AUDIENCE	3.1	3.1	2.9	2.9	3.9	4.3	4.6	4.0	4.4
SHARE AUDIENCE %	5	5	4	4	6	6	7	6	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.28, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		37.0	31.8	26.2	23.6	20.4	18.4	15.9	14.0	12.0	11.0	9.5	8.2	7.4	6.7
ABC TV				(1)											
AVERAGE AUDIENCE (Hhlds (000) & %)	{			1,680 1.9											
SHARE AUDIENCE	%			13											
AVG. AUD. BY 1/4 HR	%			1.9											
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)	{														
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV		(2)	(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,680 1.9													
SHARE AUDIENCE	%	6													
AVG. AUD. BY 1/4 HR	%	1.9													

	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS)							
AVERAGE AUDIENCE	5.4	4.7	4.2	3.2	2.2	1.9	1.6
SHARE AUDIENCE %	16	19	22	21	19	21	23
SUPERSTATIONS							
AVERAGE AUDIENCE	1.4	1.4	1.4	1.1	0.9	0.7 ^	0.6 ^
SHARE AUDIENCE %	4	6	7	7	8	8 ^	8 ^
PBS							
AVERAGE AUDIENCE	1.5	1.1	0.6 ^	0.4 ^	0.3 ^	0.1 v	<<
SHARE AUDIENCE %	4	4	3 ^	3 ^	3 ^	1 v	<<
CABLE ORIG.							
AVERAGE AUDIENCE	3.1	2.5	2.1	1.8	1.3	0.8	0.6 ^
SHARE AUDIENCE %	9	10	11	12	11	9	8 ^
PAY SERVICES							
AVERAGE AUDIENCE	4.4	3.4	2.9	2.4	2.2	1.9	1.3
SHARE AUDIENCE %	13	14	15	16	19	21	18

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN.,ABC,(12:00-12:15)
(2) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. FEB.22–26,1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.6	10.3	12.8	15.6	18.4	20.5	21.6	22.0	22.1	22.8	22.8	22.7	23.4	23.7	23.8	23.6	22.8	22.8
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,170		2,060			3,920				3,950							
		1.3		2.3			4.4				4.5							
SHARE AUDIENCE %		13		15			20				20							
AVG. AUD. BY 1/4 HR %		1.3		2.3			4.4	4.4			4.5	4.4						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						BLACKOUT	
AVERAGE AUDIENCE (Hhlds (000) & %)			1,290				1,930				1,950						1,770	
			1.5				2.2				2.2						2.0	
SHARE AUDIENCE %			13				10				10						9	
AVG. AUD. BY 1/4 HR %			1.4	1.5			2.3	2.1			2.1	2.3					1.9	2.1
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,830						4,310				4,470						2,890	
	2.1						4.9				5.0						3.3	
SHARE AUDIENCE %	19						22				22						14	
AVG. AUD. BY 1/4 HR %	1.7	2.4					4.9	4.8			5.1	5.0					3.1	3.3
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	1.8		3.9		6.2		6.9		6.6		6.2		5.4		5.2		5.7	
SHARE AUDIENCE %	20		27		32		32		29		27		23		22		25	
SUPERSTATIONS AVERAGE AUDIENCE	0.8		1.4		1.9		2.0		2.0		2.0		1.7		1.7		1.9	
SHARE AUDIENCE %	9		10		10		9		9		9		7		7		8	
PBS AVERAGE AUDIENCE	<<		0.1 ^		0.5		0.9		1.1		1.3		1.5		1.4		1.1	
SHARE AUDIENCE %	<<		1 ^		3		4		5		6		6		6		5	
CABLE ORIG. AVERAGE AUDIENCE	1.3		1.6		1.8		1.9		2.1		2.2		2.3		2.3		2.4	
SHARE AUDIENCE %	14		11		9		9		9		10		10		10		11	
PAY SERVICES AVERAGE AUDIENCE	0.8		0.8		1.0		1.1		1.1		1.1		1.0		1.0		1.1	
SHARE AUDIENCE %	8		5		5		5		5		5		4		4		5	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WORLD NEWS-MORN-615A,(PAE),ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,(PAE),ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.22-26,1988

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.1	23.3	23.1	23.9	24.1	25.3	26.7	27.2	27.7	28.5	29.9	30.5	29.9	30.2	29.4	29.9	29.9	30.4
ABC TV			WHO'S THE BOSS? M-F		HOME		RYAN'S HOPE		LOVING		←ALL MY CHILDREN→				←ONE LIFE TO LIVE (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)			2,570 2.9		2,200 2.5		2,140 2.4		3,440 3.9		6,730 7.6	7.2 *		8.0 *	6,910 7.8	7.7 *		7.9 *
SHARE AUDIENCE %			12		10		9		14		25	24 *		26 *	26	26 *		26 *
AVG. AUD. BY 1/4 HR %			2.8	3.0	2.6	2.4	2.3	2.5	3.7	4.1	6.9	7.6	7.9	8.1	7.6	7.7	7.8	8.1
CBS TV	NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				←YOUNG AND THE RESTLESS→				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS→			
AVERAGE AUDIENCE (Hhlds (000) & %)	2,410 2.7		4,410 5.0		5,780 6.5				7,270 8.2	7.9 *		8.4 *	4,800 5.4		6,200 7.0	6.9 *		7.2 *
SHARE AUDIENCE %	12		21		26				29	29 *		29 *	18		23	23 *		24 *
AVG. AUD. BY 1/4 HR %	2.6	2.9	4.6	5.3	6.2	6.8			7.7	8.2	8.4	8.4	5.4	5.5	6.8	7.0	7.1	7.2
NBC TV	CLASSIC CONCENTRATION		WHEEL OF FORTUNE		WIN, LOSE OR DRAW		SUPER PASSWORD		SCRABBLE		←DAYS OF OUR LIVES→				←ANOTHER WORLD (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)	3,310 3.7		5,070 5.7		4,060 4.6		3,010 3.4		3,930 4.4		6,450 7.3	6.9 *		7.6 *	4,660 5.3	5.2 *		5.2 *
SHARE AUDIENCE %	16		24		19		13		16		24	23 *		25 *	18	18 *		17 *
AVG. AUD. BY 1/4 HR %	3.6	3.9	5.6	5.9	4.4	4.7	3.3	3.5	4.4	4.5	6.8	7.1	7.5	7.7	5.2	5.2	5.2	5.2

INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	5.5	5.0	5.0	5.1	5.6	5.5	5.8	6.0	6.4
SHARE AUDIENCE %	24	21	20	19	20	18	19	20	21
SUPERSTATIONS									
AVERAGE AUDIENCE	1.9	1.8	1.9	1.8	1.9	1.6	1.7	1.7	1.8
SHARE AUDIENCE %	8	8	8	7	7	5	6	6	6
PBS									
AVERAGE AUDIENCE	1.0	0.8	0.7	0.9	0.9	0.9	0.9	0.7	0.6
SHARE AUDIENCE %	4	3	3	3	3	3	3	2	2
CABLE ORIG.									
AVERAGE AUDIENCE	2.3	2.5	2.6	2.7	2.7	2.7	2.9	3.2	3.1
SHARE AUDIENCE %	10	11	11	10	10	9	10	11	10
PAY SERVICES									
AVERAGE AUDIENCE	1.0	0.9	0.9	1.0	1.0	1.0	1.0	0.8	0.8
SHARE AUDIENCE %	4	4	4	4	4	3	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.22-26,1988

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		30.5	31.5	32.5	33.8	34.3	36.1	37.9	39.9	41.1	43.1	44.5	46.9	52.5	54.4	55.6	57.5
ABC TV		←GENERAL HOSPITAL→														ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Hhlds (000) & %)		7,990 9.0	8.8 *		9.3 *											10,350 11.7	
SHARE AUDIENCE	%	28	29 *		28 *											21	
AVG. AUD. BY 1/4 HR	%	8.7	8.9	9.1	9.4											11.4	11.9
CBS TV		←GUIDING LIGHT (PAE)→														CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Hhlds (000) & %)		6,180 7.0	6.9 *		7.1 *											9,920 11.2	
SHARE AUDIENCE	%	22	22 *		22 *											20	
AVG. AUD. BY 1/4 HR	%	6.8	6.9	7.2	7.1											11.1	11.4
NBC TV		←SANTA BARBARA→														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)		4,130 4.7	4.6 *		4.8 *											8,770 9.9	
SHARE AUDIENCE	%	15	15 *		15 *											18	
AVG. AUD. BY 1/4 HR	%	4.6	4.6	4.7	4.9											9.8	10.1

	3:00	3:30	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	6.8	8.0	9.0	10.6	11.9	13.0	14.8	16.7
SHARE AUDIENCE %	22	24	26	27	28	29	28	30
SUPERSTATIONS								
AVERAGE AUDIENCE	2.0	2.3	2.5	2.8	3.3	3.3	3.3	3.7
SHARE AUDIENCE %	6	7	7	7	8	7	6	7
PBS								
AVERAGE AUDIENCE	0.6	0.7	0.9	1.1	1.1	1.1	1.2	1.3
SHARE AUDIENCE %	2	2	3	3	3	2	2	2
CABLE ORIG.								
AVERAGE AUDIENCE	3.6	4.0	4.1	4.2	4.1	4.0	4.6	5.2
SHARE AUDIENCE %	12	12	12	11	10	9	9	9
PAY SERVICES								
AVERAGE AUDIENCE	0.8	0.9	1.0	1.0	1.1	1.2	1.5	1.8
SHARE AUDIENCE %	3	3	3	3	3	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB.27, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	8.4	10.1	12.0	14.2	16.7	19.6	21.8	23.2	25.7	27.9	28.6	29.9	30.7	31.5	31.3	31.4	31.4	31.8
ABC TV					LITTLE CLOWNS-HAPPYTOWN		ALL NEW POUND PUPPIES		MY PET MONSTER		LITTLE WIZARDS		REAL GHOSTBUSTERS I(B)		REAL GHOSTBUSTERS II(B)		BUGS BUNNY & TWEETY SHOW	
AVERAGE AUDIENCE (Hhlds (000))					2,300		3,190		3,370		3,280		3,720		4,250		3,810	
AVERAGE AUDIENCE (%)					2.6		3.6		3.8		3.7		4.2		4.8		4.3	
SHARE AUDIENCE %					14		16		14		13		13		15		15	
AVG. AUD. BY 1/4 HR %					2.2	3.0	3.3	4.0	3.8	3.8	3.5	3.9	4.0	4.3	4.7	4.9	4.2	4.3
CBS TV					HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000))					2,220		3,540		4,250		4,870		6,200		3,990		3,990	
AVERAGE AUDIENCE (%)					2.5		4.0		4.8		5.5		7.0		4.5		4.5	
SHARE AUDIENCE %					14		18		18		19		23		14		14	
AVG. AUD. BY 1/4 HR %					2.2	2.8	3.7	4.3	4.6	5.1	5.3	5.8	7.0	7.1	4.6	4.4	4.5	4.4
NBC TV					FRAGGLE ROCK (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		ALF-SAT MORN (PAE)		ALVIN AND THE CHIPMUNKS		GUMMI BEARS	
AVERAGE AUDIENCE (Hhlds (000))					3,010		3,900		5,490		6,290		5,230		5,670		5,050	
AVERAGE AUDIENCE (%)					3.4		4.4		6.2		7.1		5.9		6.4		5.7	
SHARE AUDIENCE %					19		20		23		24		19		20		18	
AVG. AUD. BY 1/4 HR %					3.0	3.7	4.3	4.5	5.8	6.6	7.0	7.2	6.1	5.7	6.2	6.7	5.7	5.6
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	3.1		3.7		4.3		5.2		4.7		5.5		5.8		6.7		6.8	
SHARE AUDIENCE %	33		28		24		23		18		19		19		21		22	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.0		1.3		1.4		2.0		1.3		1.2		1.4		1.4		1.9	
SHARE AUDIENCE %	11		10		8		9		5		4		5		4		6	
PBS																		
AVERAGE AUDIENCE	0.2 ^		0.3 ^		0.6 ^		0.7 ^		1.0		1.3		1.3		1.3		1.6	
SHARE AUDIENCE %	2 ^		2 ^		3 ^		3 ^		4		4		4		4		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.3		2.2		2.9		3.1		3.9		3.9		4.5		4.7		4.5	
SHARE AUDIENCE %	14		17		16		14		15		13		14		15		14	
PAY SERVICES																		
AVERAGE AUDIENCE	1.1		1.4		1.9		2.3		3.1		3.2		2.5		2.6		2.6	
SHARE AUDIENCE %	12		11		10		10		12		11		8		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB.27, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT		31.6	31.7	31.8	32.2	33.1	33.6	33.0	33.9	34.0	34.3	34.5	35.2	35.3	35.5	35.6	35.2	35.5	36.5
ABC TV		FLINTSTONE KIDS		← WNTR OLYMS-SAT-12:00PM-3 (12:00-6:00) →															
AVERAGE AUDIENCE (Hhlds (000) & %)		2,840		7,530															
		3.2		8.5	5.4 *		7.0 *		8.2 *		8.9 *		9.8 *		10.2 *		8.4 *		8.4 *
SHARE AUDIENCE	%	11		24	17 *		21 *		24 *		26 *		28 *		29 *		24 *		23 *
AVG. AUD. BY 1/4 HR	%	3.1	3.3	5.1	5.8	6.8	7.2	8.1	8.2	8.7	9.2	9.9	9.7	10.1	10.3	9.1	7.8	8.0	8.8
CBS TV		DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL						← CBS NCAA BASKETBALL-SAT MICHIGAN VS IOWA (2:00-4:20)(PAE) →							
AVERAGE AUDIENCE (Hhlds (000) & %)		3,630		2,480		2,300						3,370							
		4.1		2.8		2.6						3.8	3.2 *		3.4 *		3.6 *		4.1 *
SHARE AUDIENCE	%	13		9		8						11	9 *		10 *		10 *		11 *
AVG. AUD. BY 1/4 HR	%	4.1	4.1	2.7	2.8	2.6	2.7					3.1	3.4	3.3	3.5	3.5	3.7	4.0	4.2
NBC TV		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING													
AVERAGE AUDIENCE (Hhlds (000) & %)		4,250		3,100		2,300													
		4.8		3.5		2.6													
SHARE AUDIENCE	%	15		11		8													
AVG. AUD. BY 1/4 HR	%	5.0	4.7	3.6	3.4	2.5	2.7												
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		7.7		8.4		9.3		9.0		9.4		9.4		9.9		10.5		10.9	
SHARE AUDIENCE %		24		26		28		27		27		27		28		30		30	
SUPERSTATIONS																			
AVERAGE AUDIENCE		2.2		2.2		2.4		2.1		2.4		2.5		2.7		2.6		2.8	
SHARE AUDIENCE %		7		7		7		6		7		7		8		7		8	
PBS																			
AVERAGE AUDIENCE		1.4		1.5		1.8		1.7		1.7		2.1		2.0		2.0		2.2	
SHARE AUDIENCE %		4		5		5		5		5		6		6		6		6	
CABLE ORIG.																			
AVERAGE AUDIENCE		5.0		5.5		5.5		5.7		5.5		5.1		5.2		6.0		5.3	
SHARE AUDIENCE %		16		17		17		17		16		15		15		17		15	
PAY SERVICES																			
AVERAGE AUDIENCE		2.3		2.5		2.5		3.0		2.7		2.9		2.7		2.6		3.1	
SHARE AUDIENCE %		7		8		8		9		8		8		8		7		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 27, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	36.8	37.9	38.1	38.5	38.2	39.3	40.0	42.6	44.5	45.7	46.2	48.3
ABC TV	← WNTR OLYMS-SAT-12:00PM-3 (12:00-6:00) →										ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Hhlds (000) & %)											7,890	
		9.0 *		9.1 *		8.6 *		9.2 *			8.9	
SHARE AUDIENCE %		24 *		24 *		22 *		22 *			18	
AVG. AUD. BY 1/4 HR %	9.0	9.0	9.0	9.1	8.8	8.5	8.3	10.0			8.5	9.3
CBS TV	(1)	← LA OPEN-NISSAN-SAT (4:20-6:00)(PAE) →									CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Hhlds (000) & %)		2,660									5,320	
		3.0		2.8 *		3.1 *		3.2 *			6.0	
SHARE AUDIENCE %		8		7 *		8 *		8 *			12	
AVG. AUD. BY 1/4 HR %	4.8	2.7	2.7	3.0	3.1	3.2	3.1	3.4			5.7	6.2
NBC TV	← NBC COLLEGE BSKBL SAT DEPAUL VS MIAMI (4:00-5:58) →										NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,770										6,020	
	2.0	1.6 *		2.1 *		2.3 *		2.2 *			6.8	
SHARE AUDIENCE %	5	4 *		5 *		6 *		5 *			14	
AVG. AUD. BY 1/4 HR %	1.3	1.8	2.1	2.1	2.3	2.2	2.1	2.3			6.5	7.0
INDEPENDENTS (INCL. SUPERSTATIONS)												
AVERAGE AUDIENCE	10.9		12.9		12.4		12.9		13.4		15.3	
SHARE AUDIENCE %	29		34		32		31		30		32	
SUPERSTATIONS												
AVERAGE AUDIENCE	2.8		3.7		3.3		3.1		3.5		4.5	
SHARE AUDIENCE %	7		10		9		8		8		10	
PBS												
AVERAGE AUDIENCE	2.3		2.3		2.4		2.7		2.5		2.4	
SHARE AUDIENCE %	6		6		6		7		6		5	
CABLE ORIG.												
AVERAGE AUDIENCE	5.5		6.5		7.4		7.9		7.3		6.4	
SHARE AUDIENCE %	15		17		19		19		16		14	
PAY SERVICES												
AVERAGE AUDIENCE	3.9		2.9		2.4		2.9		2.7		2.5	
SHARE AUDIENCE %	10		8		6		7		6		5	

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BASKETBALL-SAT, MICHIGAN VS IOWA, (PAE), CBS, (2:00-4:20)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.28, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.0	8.2	10.1	11.7	14.4	17.5	19.5	21.1	23.1	25.1	26.1	27.3	28.4	29.6	29.9	30.1	30.0	30.6
ABC TV											BUSINESS WORLD(B)						THIS WEEK-DAVID BRINKLEY (B) (11:00-12:00)	
AVERAGE AUDIENCE (Hhlds (000))											440 ^						1,510	
AVERAGE AUDIENCE (%)											0.5 ^						1.7	1.5 *
SHARE AUDIENCE %											2 ^						6	5 *
AVG. AUD. BY 1/4 HR %											0.4 ^	0.6 ^					1.5	1.6
CBS TV					FOR OUR TIMES (SUS)				←SUNDAY MORNING					→	FACE THE NATION			
AVERAGE AUDIENCE (Hhlds (000))									3,280						1,950			
AVERAGE AUDIENCE (%)									3.7	3.3 *		4.0 *		4.0 *	2.2			
SHARE AUDIENCE %									14	14 *		15 *		14 *	7			
AVG. AUD. BY 1/4 HR %									2.9	3.7	3.9	4.0	3.9	4.0	2.3	2.2		
NBC TV					←SUNDAY TODAY					→	MEET THE PRESS							
AVERAGE AUDIENCE (Hhlds (000))					2,040						1,950							
AVERAGE AUDIENCE (%)					2.3	1.8 *		2.4 *		2.6 *	2.2							
SHARE AUDIENCE %					11	11 *		11 *		10 *	8							
AVG. AUD. BY 1/4 HR %					1.6	2.0	2.4	2.5	2.7	2.4	2.3	2.1						
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	1.9		3.0		5.1		7.0		8.5		9.3		9.9		10.7		11.0	
SHARE AUDIENCE %	25		28		32		34		35		35		34		36		36	
SUPERSTATIONS AVERAGE AUDIENCE	0.3 ^		1.0		2.0		2.8		3.0		3.3		3.5		3.6		3.9	
SHARE AUDIENCE %	4 ^		9		13		14		12		12		12		12		13	
PBS AVERAGE AUDIENCE	0.4 ^		0.7 ^		1.1		1.8		2.0		2.0		2.0		1.8		1.9	
SHARE AUDIENCE %	5 ^		6 ^		7		9		8		7		7		6		6	
CABLE ORIG. AVERAGE AUDIENCE	1.5		2.5		3.1		3.9		4.7		5.6		5.7		6.0		5.9	
SHARE AUDIENCE %	20		23		19		19		20		21		20		20		19	
PAY SERVICES AVERAGE AUDIENCE	1.2		1.3		1.9		1.8		1.8		2.2		3.1		3.3		3.5	
SHARE AUDIENCE %	16		12		12		9		7		8		11		11		12	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45
HUT	31.3	31.7	32.3	33.4	33.8	34.5
ABC TV program	THIS WEEK-DAVID BRINKLEY (B) (11:00-12:00)		WNTR OLYMS-SUN-12:00PM-3 (12:00-6:30)			
AVERAGE AUDIENCE (Hhlds (000) & %)		1.9 *	8,330 9.4	5.1 *		6.9 *
SHARE AUDIENCE %		6 *	25	16 *		20 *
AVG. AUD. BY 1/4 HR %	1.9	1.9	4.8	5.5	6.8	7.1
CBS TV program			NBA ON CBS BOSTON VS DETROIT			
AVERAGE AUDIENCE (Hhlds (000) & %)			4,870 5.5	3.8 *		5.0 *
SHARE AUDIENCE %			16	12 *		15 *
AVG. AUD. BY 1/4 HR %			3.4	4.2	4.8	5.2
NBC TV						
AVERAGE AUDIENCE (Hhlds (000) & %)						
SHARE AUDIENCE %						
AVG. AUD. BY 1/4 HR %						

TIME	1:00	1:15	1:30	1:45	2:00	2:15
HUT	33.6	34.4	34.8	35.6	35.5	35.4
ABC TV AVERAGE AUDIENCE (Hhlds (000) & %)		7.2 *		7.7 *		8.6 *
SHARE AUDIENCE %		21 *		22 *		24 *
AVG. AUD. BY 1/4 HR %	7.3	7.1	7.1	8.4	9.0	8.2
CBS TV AVERAGE AUDIENCE (Hhlds (000) & %)		5.7 *		6.5 *		6.5 *
SHARE AUDIENCE %		17 *		18 *		18 *
AVG. AUD. BY 1/4 HR %	5.4	5.9	6.6	6.5	6.7	6.3
NBC TV program					SPORTSWORLD SPCL. EDITION	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,300 2.6	2.0 *
SHARE AUDIENCE %					7	6 *
AVG. AUD. BY 1/4 HR %					1.8	2.1

TIME	2:30	2:45	3:00	3:15	3:30	3:45
HUT	34.9	35.4	36.3	36.8	36.9	37.2
ABC TV AVERAGE AUDIENCE (Hhlds (000) & %)		8.8 *		9.4 *		9.8 *
SHARE AUDIENCE %		25 *		26 *		26 *
AVG. AUD. BY 1/4 HR %	8.6	9.0	9.1	9.6	9.9	9.7
CBS TV program	CBS NCAA BASKETBALL-SUN SYRACUSE VS KENTUCKY (2:30-4:36)(PAE)					
AVERAGE AUDIENCE (Hhlds (000) & %)	4,340 4.9	5.0 *		4.8 *		4.6 *
SHARE AUDIENCE %	13	14 *		13 *		12 *
AVG. AUD. BY 1/4 HR %	5.1	4.9	4.9	4.7	4.4	4.8
NBC TV AVERAGE AUDIENCE (Hhlds (000) & %)		2.3 *		2.8 *		3.2 *
SHARE AUDIENCE %		7 *		8 *		9 *
AVG. AUD. BY 1/4 HR %	2.2	2.4	2.6	3.0	3.4	3.0

	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.1	11.8	12.6	11.9	11.2	11.4	11.9	11.8	11.5
SHARE AUDIENCE %	38	36	37	35	32	32	34	32	31
SUPERSTATIONS AVERAGE AUDIENCE	4.7	4.5	4.8	4.6	3.9	3.9	4.2	4.2	3.7
SHARE AUDIENCE %	15	14	14	14	11	11	12	11	10
PBS AVERAGE AUDIENCE	1.8	1.3	1.4	1.2	1.2	1.3	1.3	1.3	1.6
SHARE AUDIENCE %	6	4	4	4	3	4	4	4	4
CABLE ORIG. AVERAGE AUDIENCE	5.3	4.6	4.7	5.0	4.6	4.4	4.2	4.4	4.5
SHARE AUDIENCE %	17	14	14	15	13	12	12	12	12
PAY SERVICES AVERAGE AUDIENCE	3.9	4.1	2.5	2.2	2.8	2.4	2.3	2.9	2.7
SHARE AUDIENCE %	12	12	7	6	8	7	7	8	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

 Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.28, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	37.3	37.8	38.3	39.1	39.7	40.6	42.0	43.3	46.8	48.8	49.4	51.2
ABC TV	← WNTR OLYMS-SUN-12:00PM-3 (12:00-6:30) →										(1)	
AVERAGE AUDIENCE (Hhlds (000))											10,370	
AVERAGE AUDIENCE (%)		9.8	*	10.7	*	12.4	*	13.2	*	13.1	* 11.7	
SHARE AUDIENCE %		26	*	28	*	31	*	31	*	27	* 24	
AVG. AUD. BY 1/4 HR %	9.6	10.0	10.1	11.3	12.5	12.4	13.2	13.3	13.2	13.0	11.7	
CBS TV		(2)	← LA OPEN-NISSAN-SUN (4:36-6:00)(PAE)						→ CBS EVENING NEWS-SUNDAY			
AVERAGE AUDIENCE (Hhlds (000))			3,010						7,090			
AVERAGE AUDIENCE (%)		5.2	* 3.4	3.3	*	3.3	*	3.5	* 8.0			
SHARE AUDIENCE %		14	* 8	9	*	8	*	8	* 16			
AVG. AUD. BY 1/4 HR %	5.1	5.3	3.4	3.3	3.3	3.2	3.2	3.7	7.4	8.7		
NBC TV	← NBC COLLEGE BSKBL SUN DUKE VS GEORGIA TECH (4:00-6:05) →										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Hhlds (000))	2,660										6,020	
AVERAGE AUDIENCE (%)	3.0	1.8	*	2.7	*	3.2	*	4.0	*		6.8	
SHARE AUDIENCE %	8	5	*	7	*	8	*	9	*		13	
AVG. AUD. BY 1/4 HR %	2.0	1.7	2.4	2.9	2.9	3.6	3.7	4.3	5.2		6.4	7.2

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.1	12.4	12.1	12.6	12.6	14.1
SHARE AUDIENCE %	32	32	30	30	26	28
SUPERSTATIONS AVERAGE AUDIENCE	3.1	3.2	3.3	2.9	3.0	3.2
SHARE AUDIENCE %	8	8	8	7	6	6
PBS AVERAGE AUDIENCE	1.7	2.0	2.0	2.0	1.6	1.5
SHARE AUDIENCE %	5	5	5	5	3	3
CABLE ORIG. AVERAGE AUDIENCE	5.1	5.4	5.5	5.7	5.8	5.5
SHARE AUDIENCE %	14	14	14	13	12	11
PAY SERVICES AVERAGE AUDIENCE	2.7	2.6	3.0	3.1	3.3	3.5
SHARE AUDIENCE %	7	7	7	7	7	7

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WORLD NEWS SUNDAY,ABC,(6:30-6:45),(S)

(2) CBS NCAA BASKETBALL-SUN,SYRACUSE VS KENTUCKY,(PAE),CBS,(2:30-4:36)

For explanation of symbols, See page B.